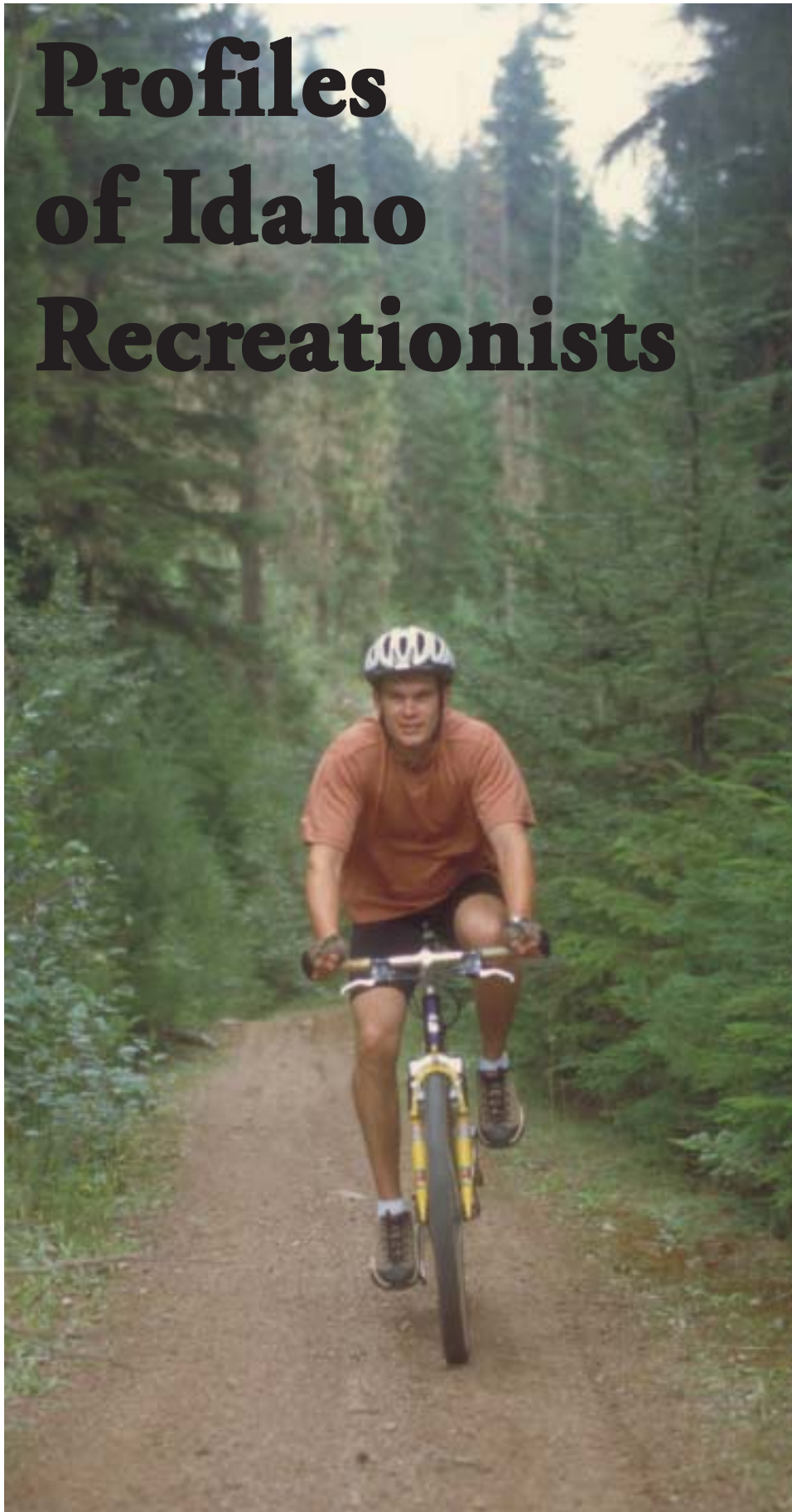


Profiles of Idaho Recreationists



IDAHO

Profiles of Idaho Recreationists – Frequencies

by Francis T. Achana, PhD

During September and October of 2005 the Idaho Department of Parks and Recreation conducted a statewide outdoor recreationist profile survey as a part of our Statewide Comprehensive Outdoor Recreation and Tourism Plan (SCORTP). It complemented the original SCORTP survey by allowing us to measure different intensities of participation in recreation activities, rather than just the binary measures whether you participated or not. It also measured motivations for participation and public opinions about certain public recreation management policies.

Idahoans received a mailing asking if they would like to take part in the survey. They had the choice of going immediately to the Internet and taking the survey on a password-protected site or dropping a postage-paid card in the mail to receive a printed survey.

Out of 5,000 surveys sent out to Idaho residents who were randomly selected by a commercial demographics company, a total of 349 Idahoans chose to participate through the Internet, while 52 returned printed surveys. This gives us a total of 401 valid responses. A random sample of this size from the total population of Idaho should provide data at better than a 95 percent confidence level at plus or minus 5 percent.

Recreation Activity Participation in Idaho – 2005

Participation levels were measured on a six-point Likert-type scale, with the following interval points for the question: “How often do you participate in the activity in question?” The interval points were:

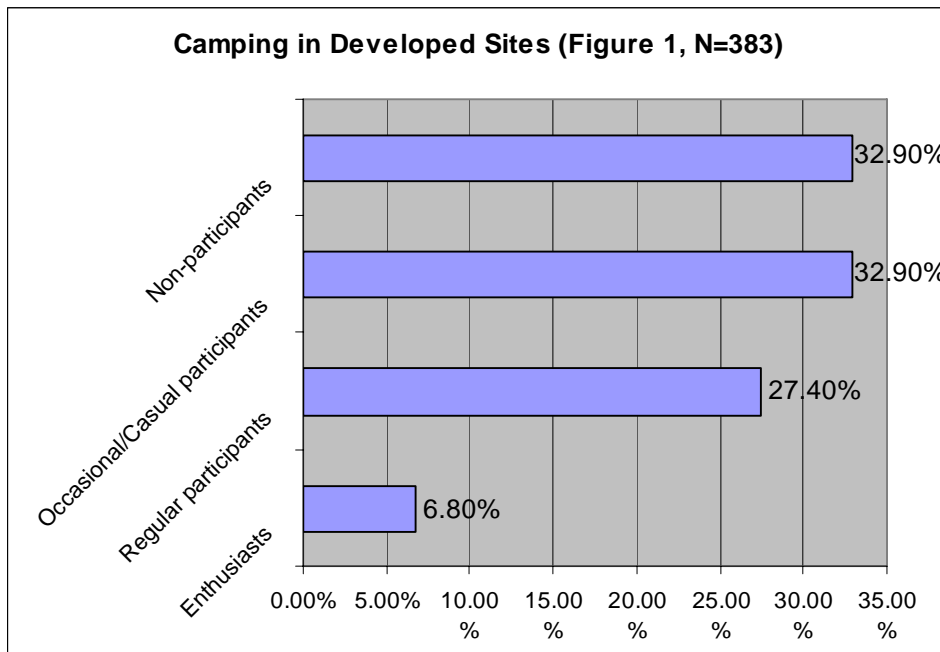
Never
1 to 2 times a year
3 to 5 times a year
6 to 8 times a year
9 to 11 times a year
12 or more times a year

In this report, these levels of participation were semantically recoded as follows:

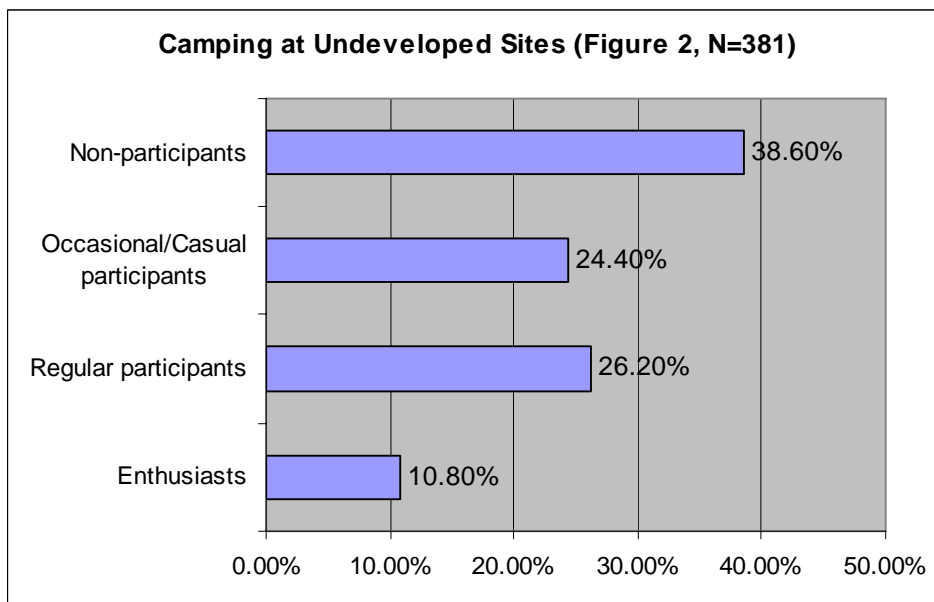
Never = Non-participants
1 to 2 times a year = Occasional/Casual participants
3 to 8 times a year = Regular participants
9 or more times a year = Enthusiasts

Levels of Participation in Recreation Activities

Camping

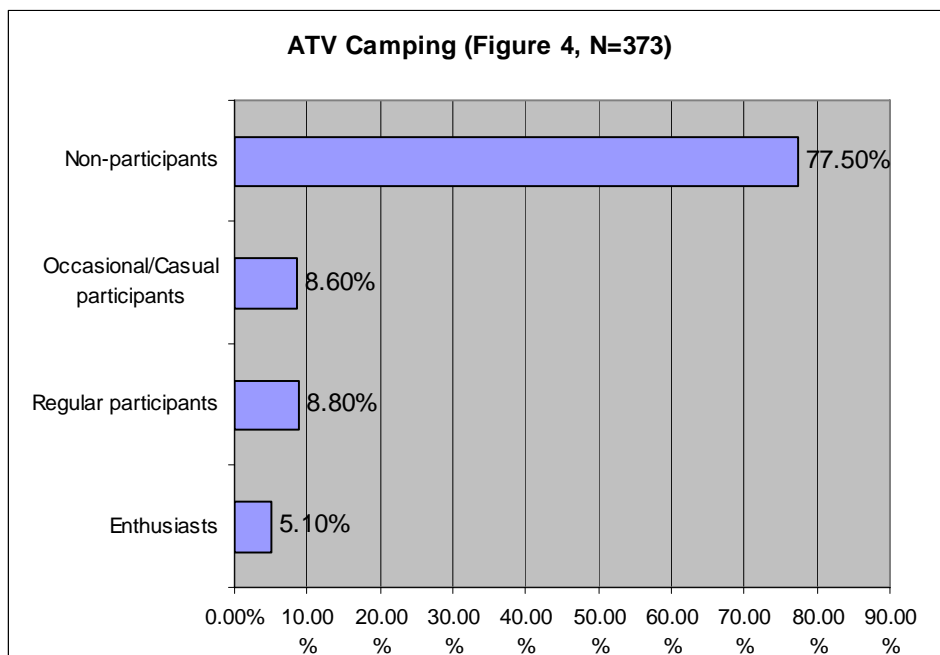
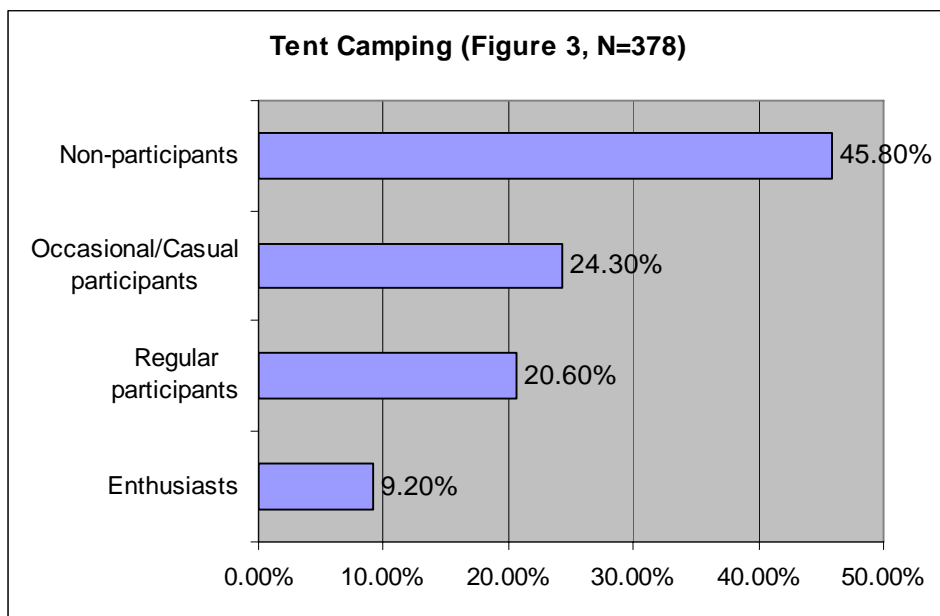


Generally, more people camp in developed sites than in undeveloped ones (see Figures 1 and 2). Participants are everyone else besides non-participants. However, when regular participants and enthusiasts are combined to constitute committed campers, camping at undeveloped sites has more committed patronage than camping at developed sites. It is also noteworthy that, among campers at undeveloped sites, regular participants are more than the occasional or casual participants. The reverse is true with campers at developed sites.



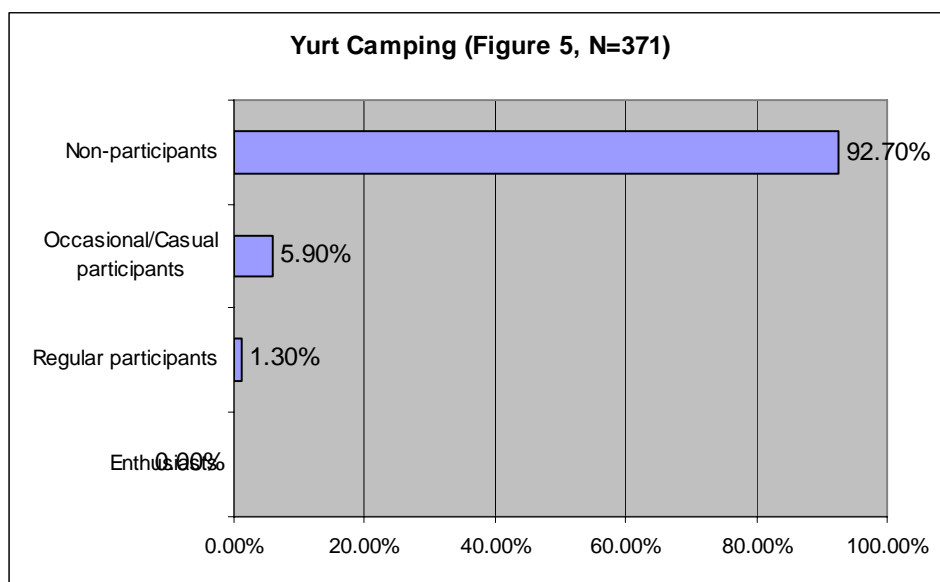
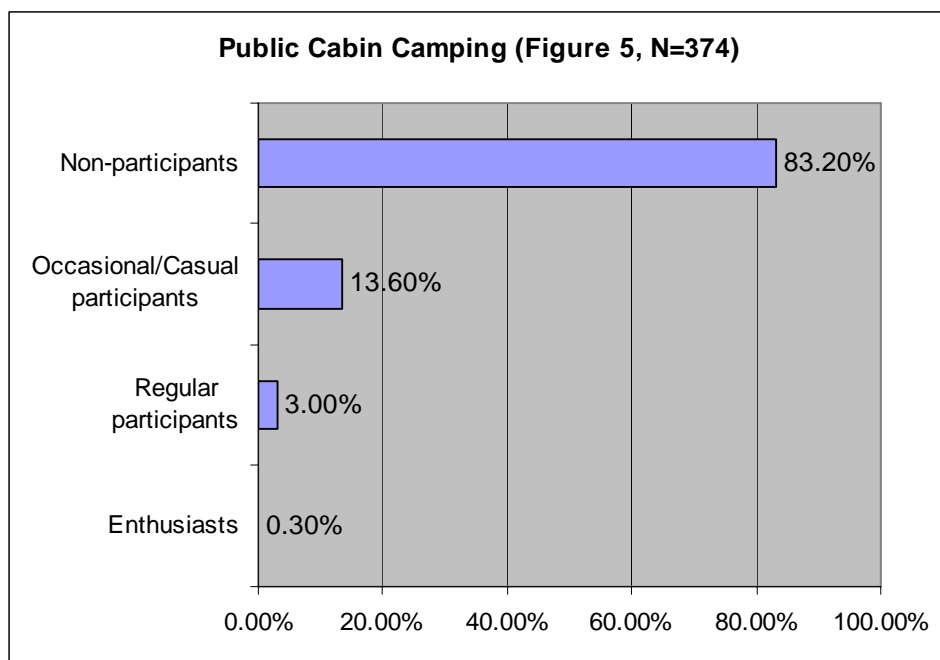
Levels of Participation in Recreation Activities

Camping



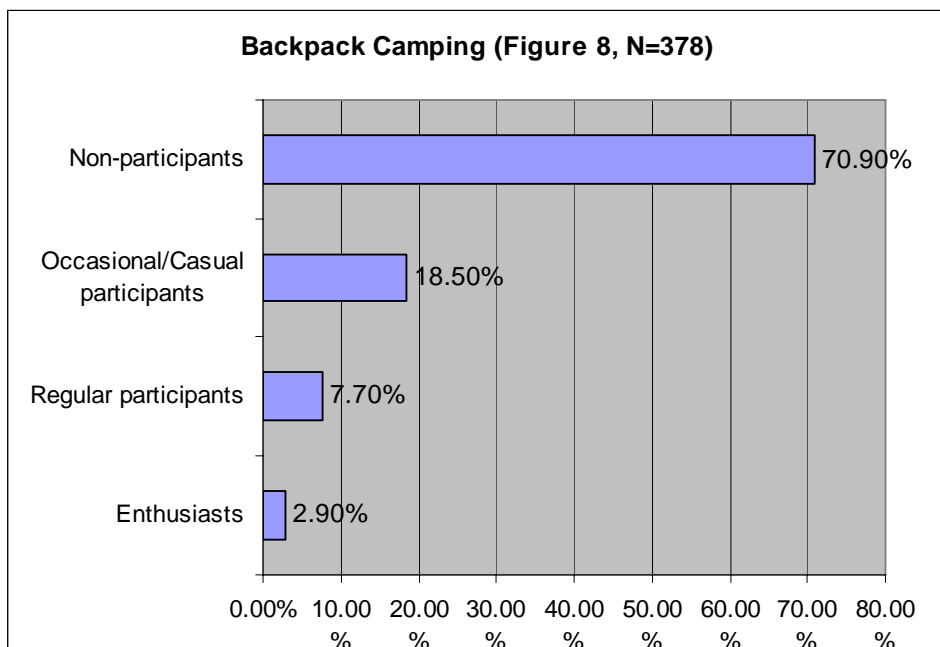
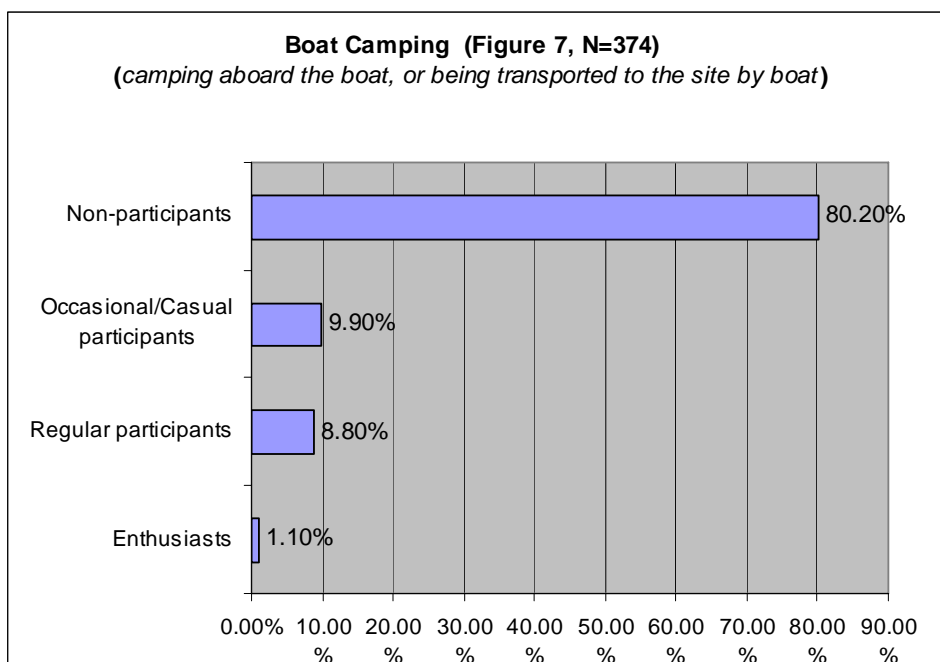
Levels of Participation in Recreation Activities

Camping



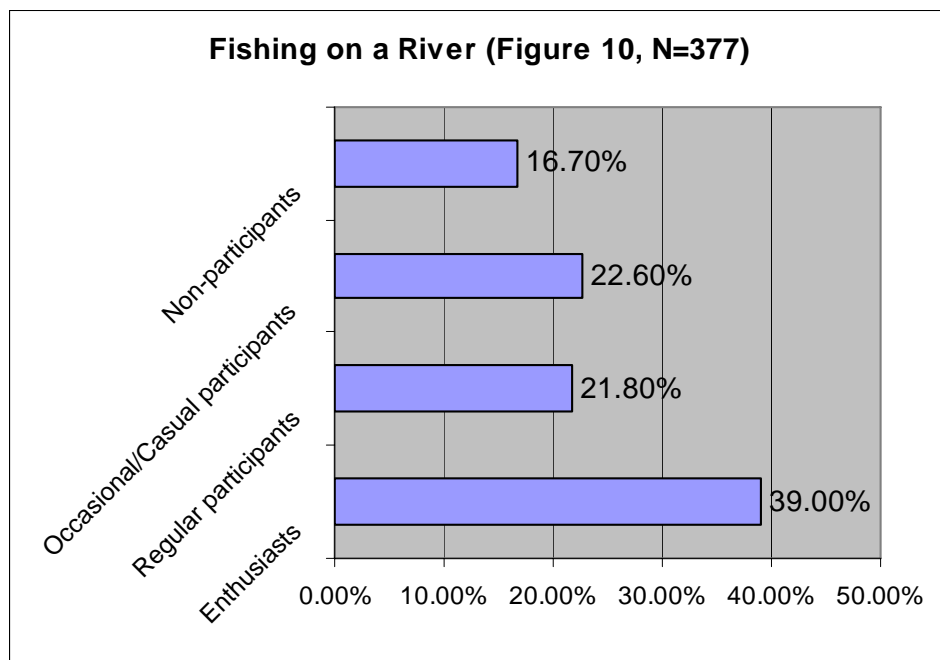
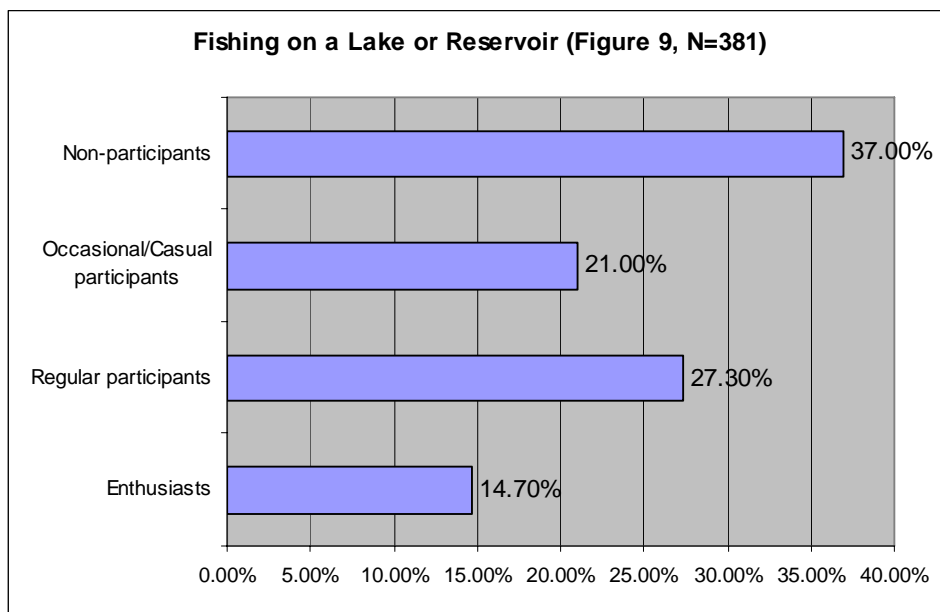
Levels of Participation in Recreation Activities

Camping



Levels of Participation in Recreation Activities

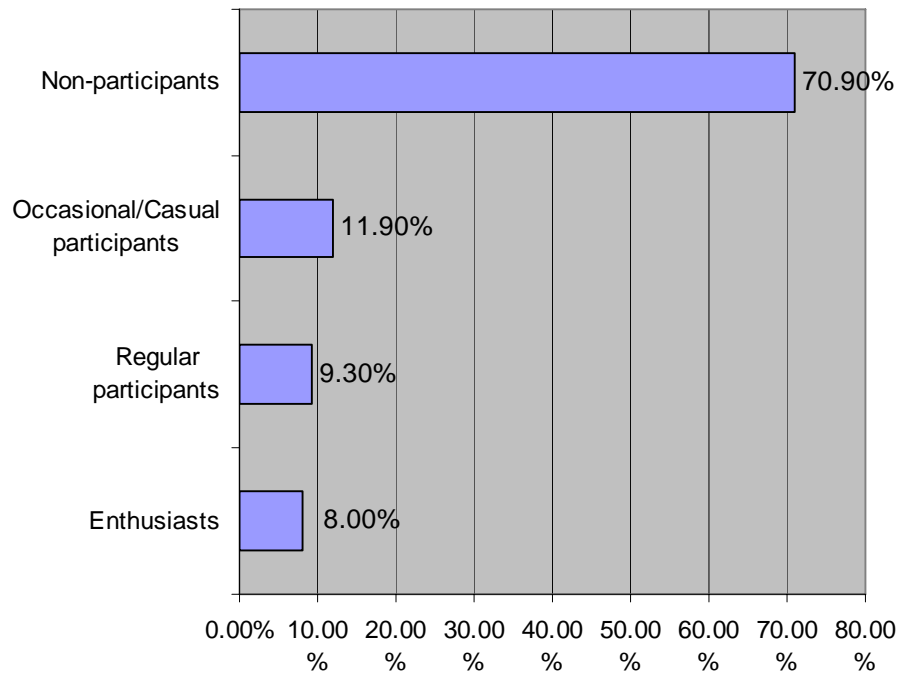
Fishing



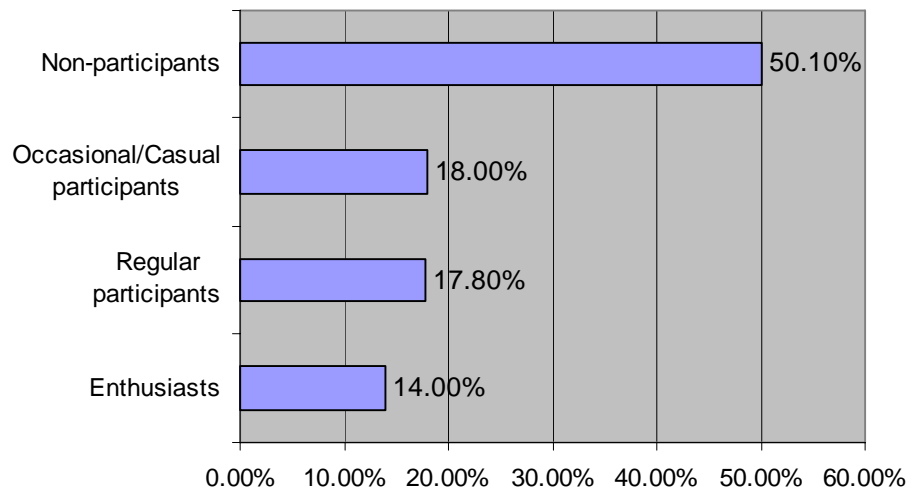
Levels of Participation in Recreation Activities

Winter

Motorized Snow Recreation (Figure 11, N=378)

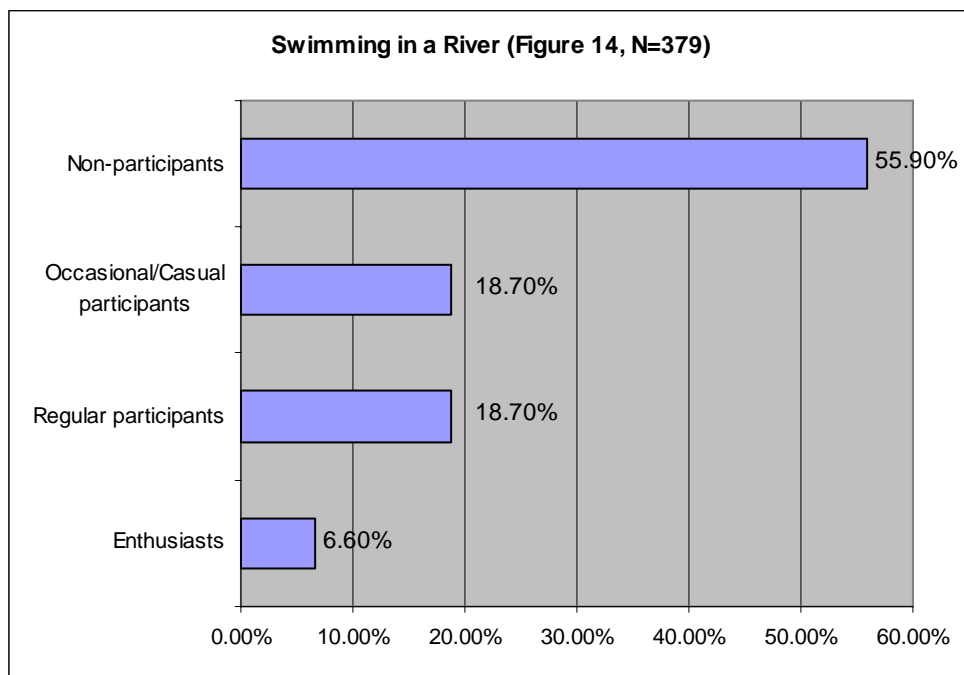
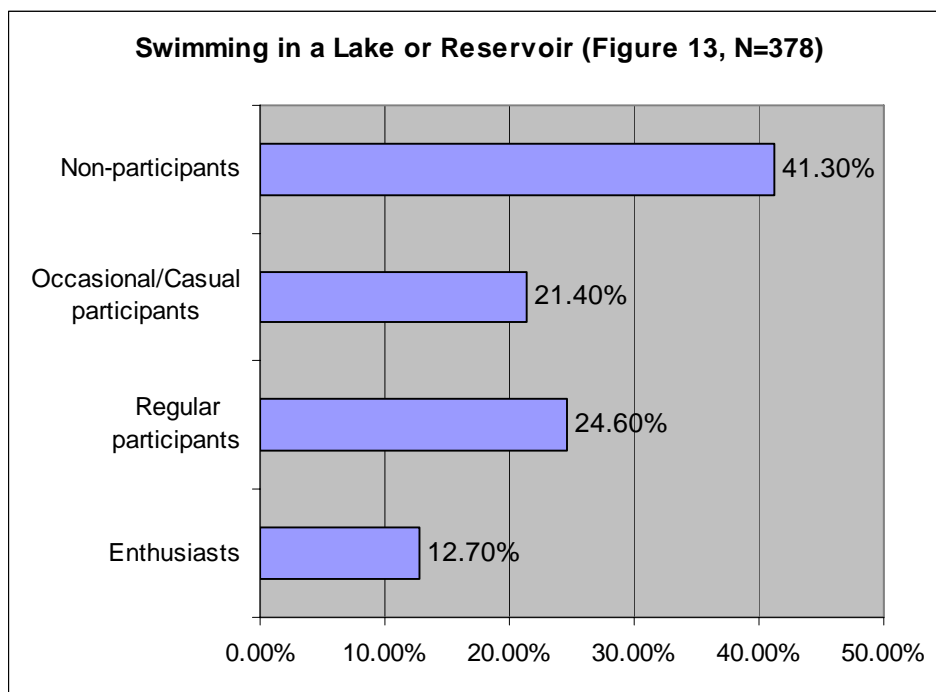


Non-Motorized Snow Recreation (Figure 12, N=377)



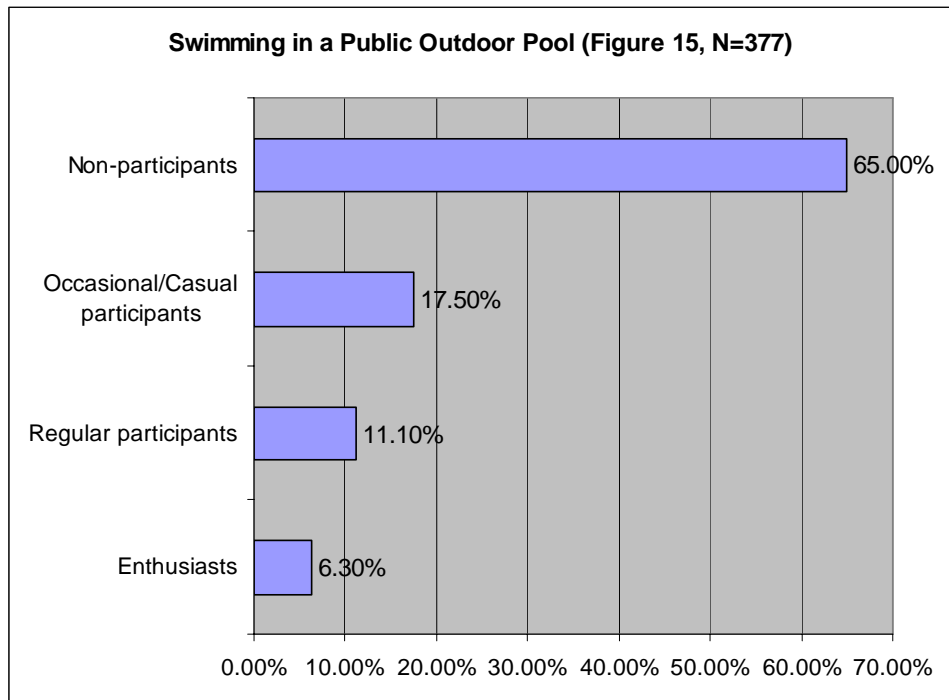
Levels of Participation in Recreation Activities

Swimming

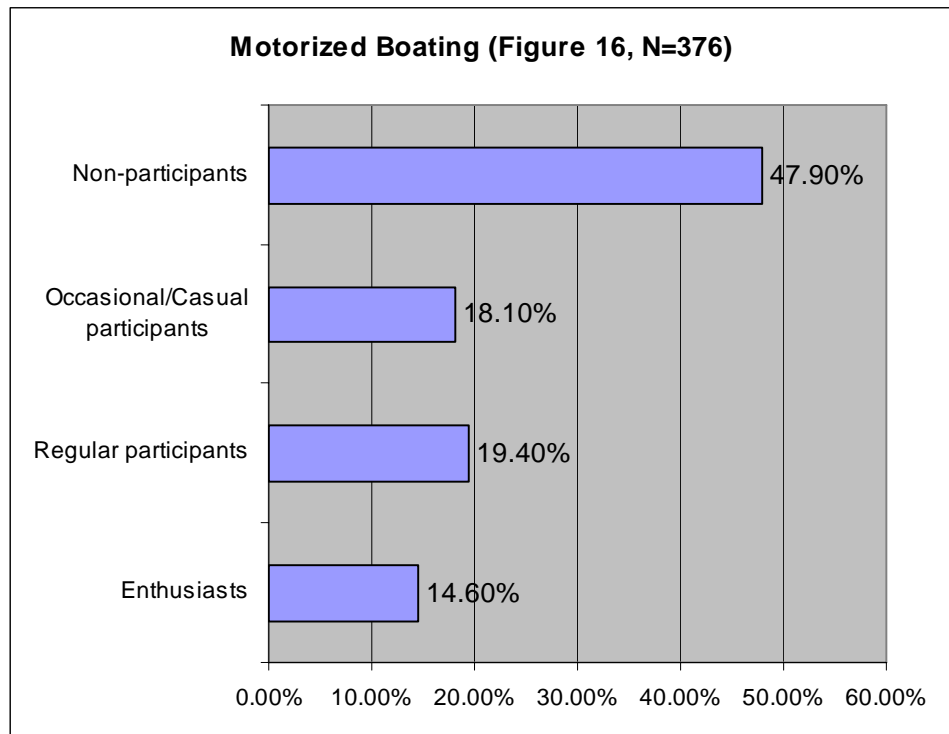


Levels of Participation in Recreation Activities

Swimming

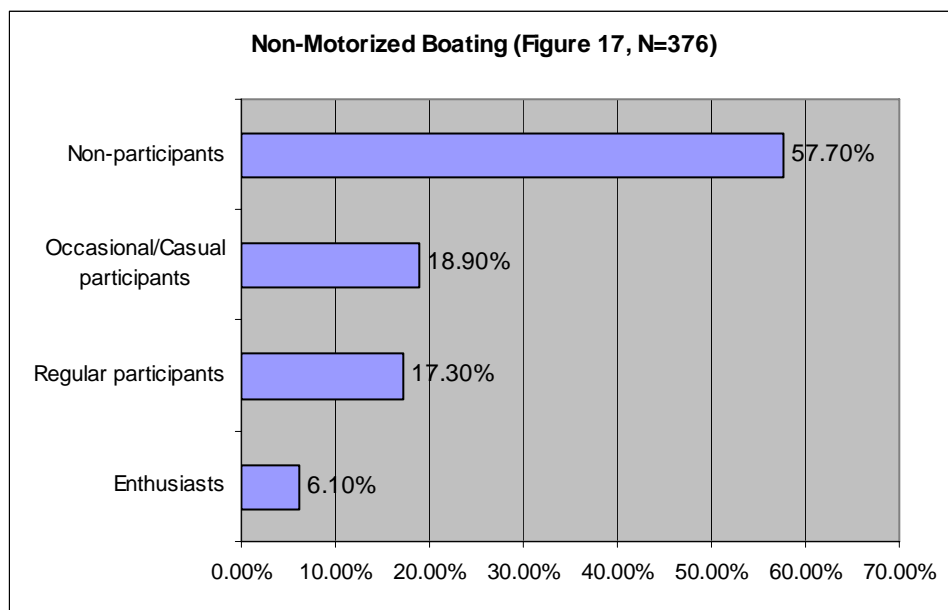


Boating

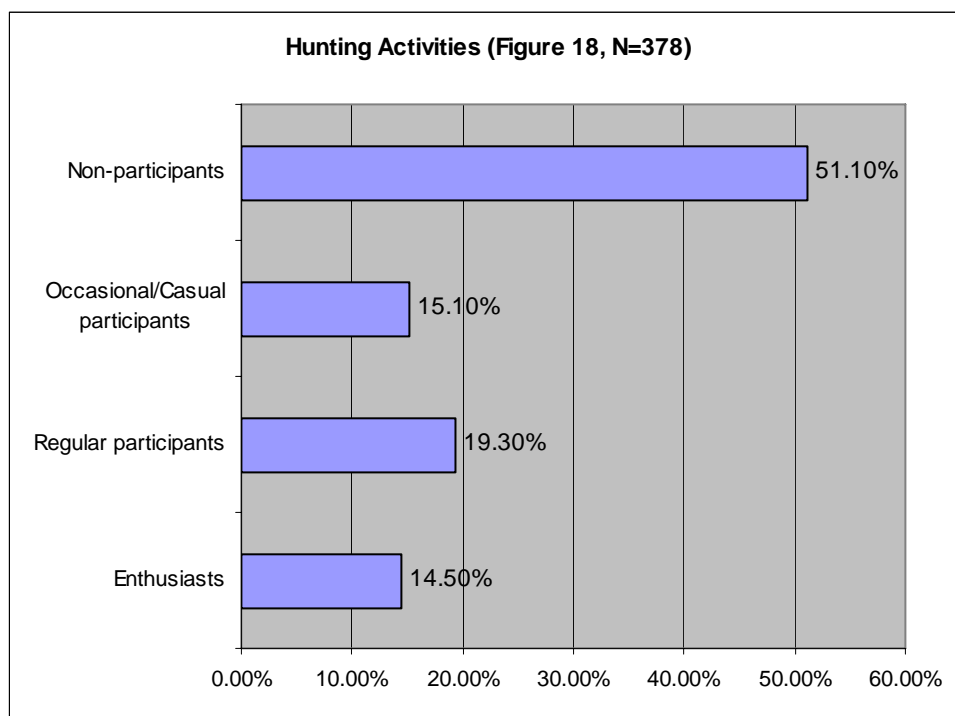


Levels of Participation in Recreation Activities

Boating



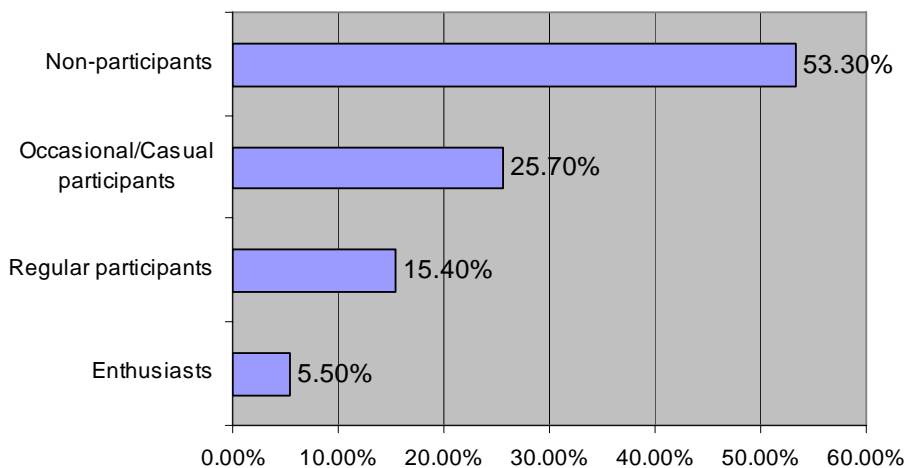
Hunting



Levels of Participation in Recreation Activities

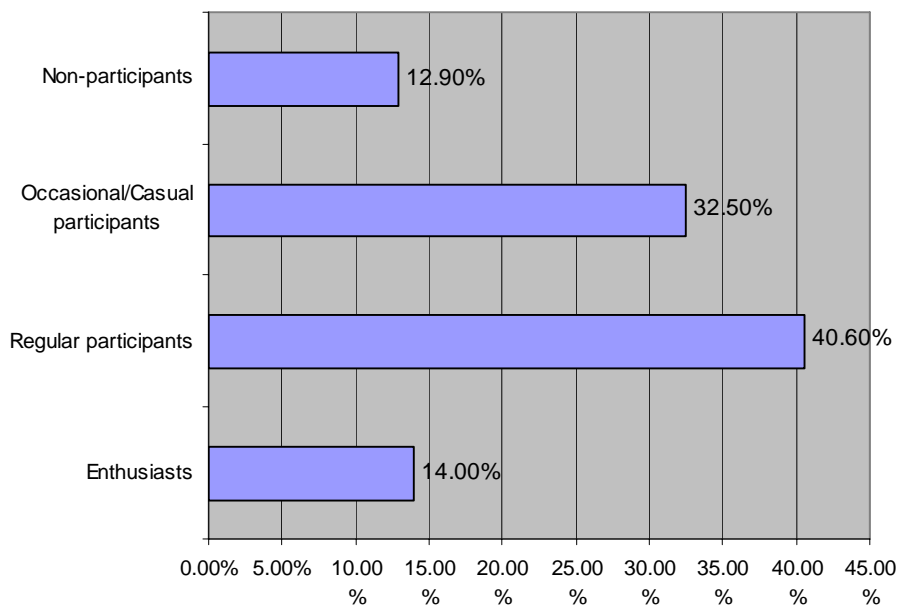
Gathering

Consumptive Collecting and Gathering (Figure 19, N=377)
(mushrooms, berries, firewood, etc.)



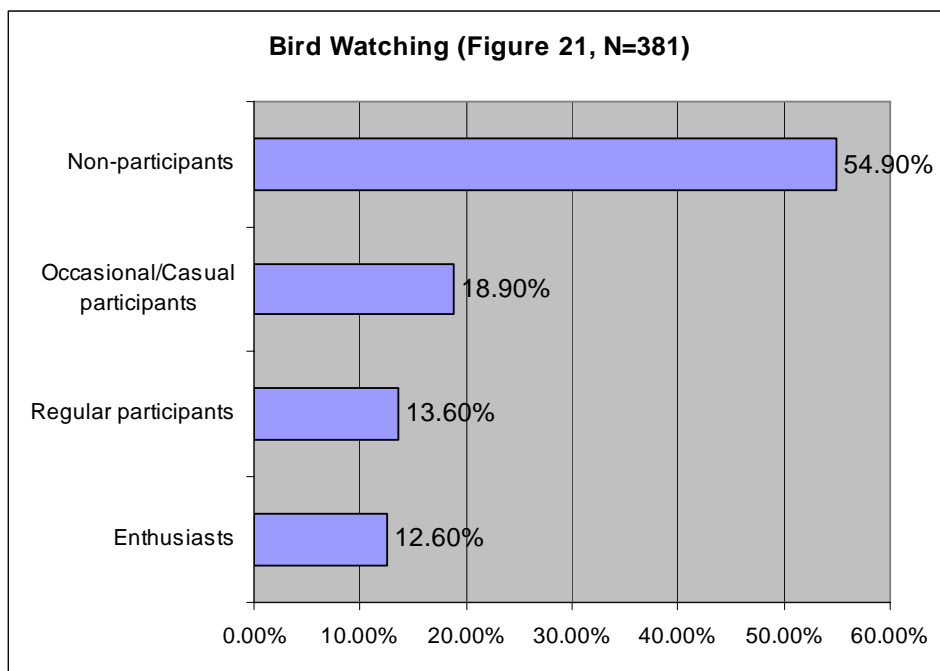
Visiting Parks

Visiting Parks (Figure 20, N=379)

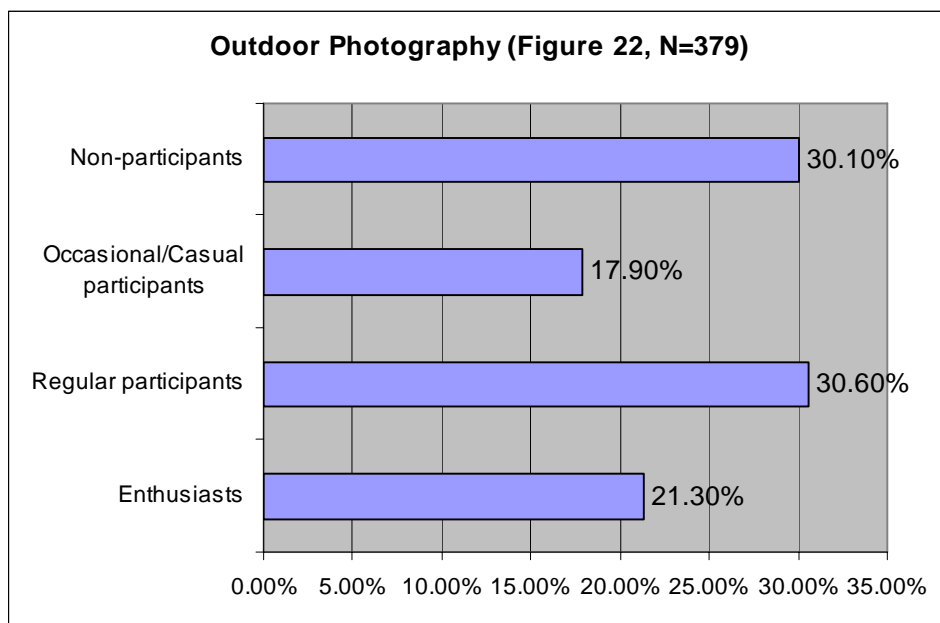


Levels of Participation in Recreation Activities

Bird Watching

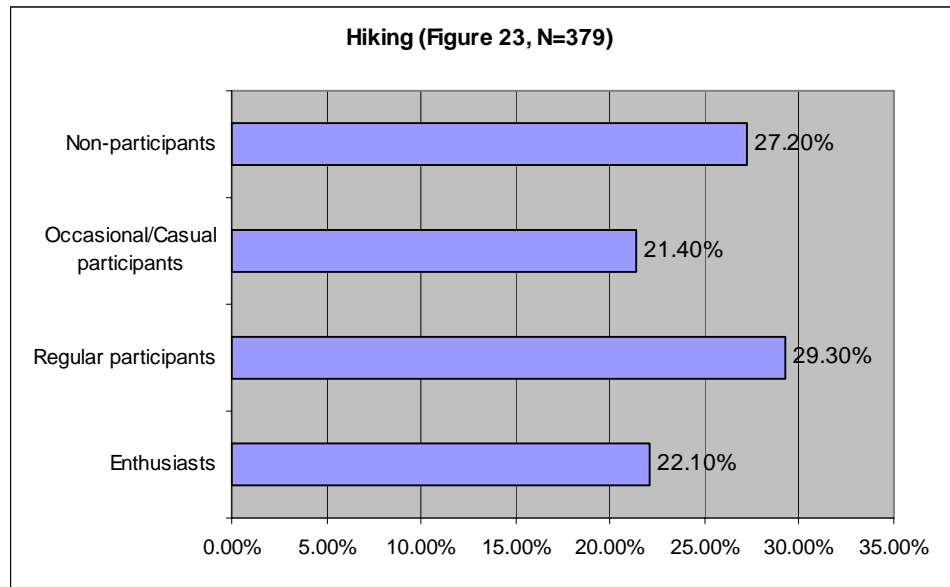


Photography

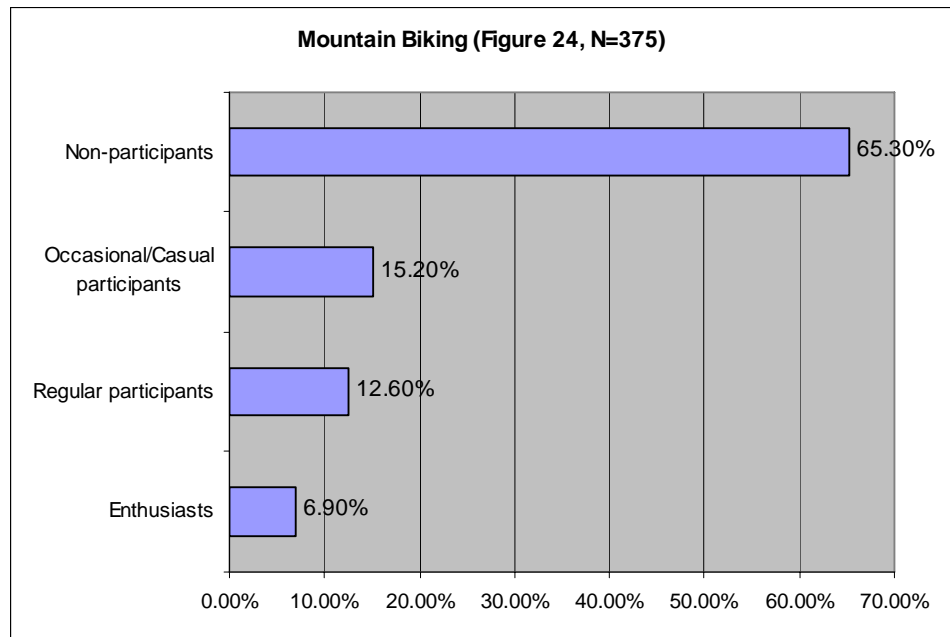


Levels of Participation in Recreation Activities

Hiking

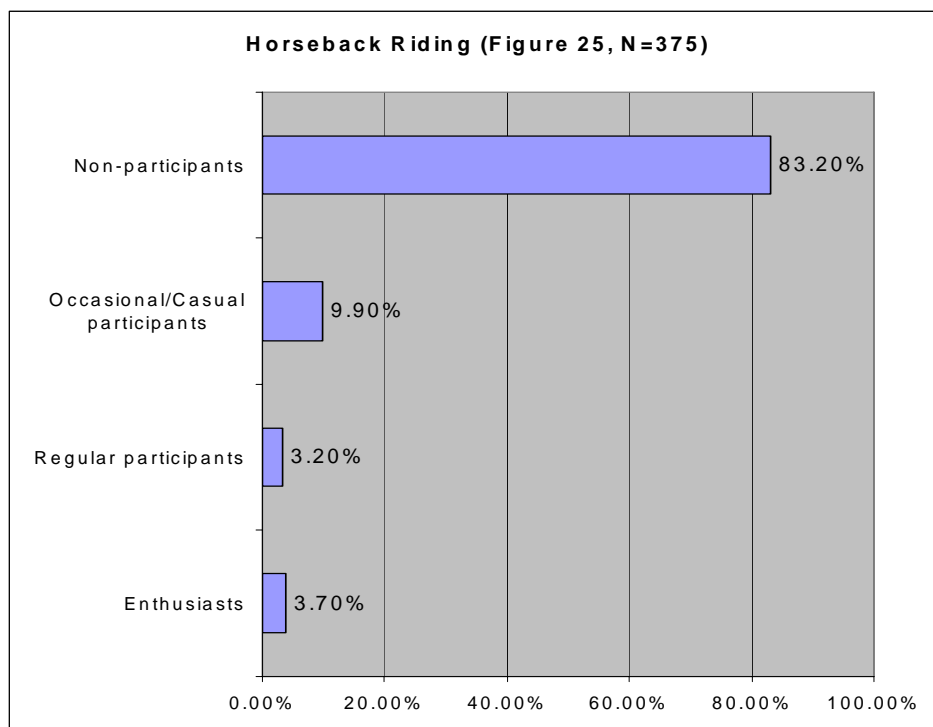


Mountain Biking

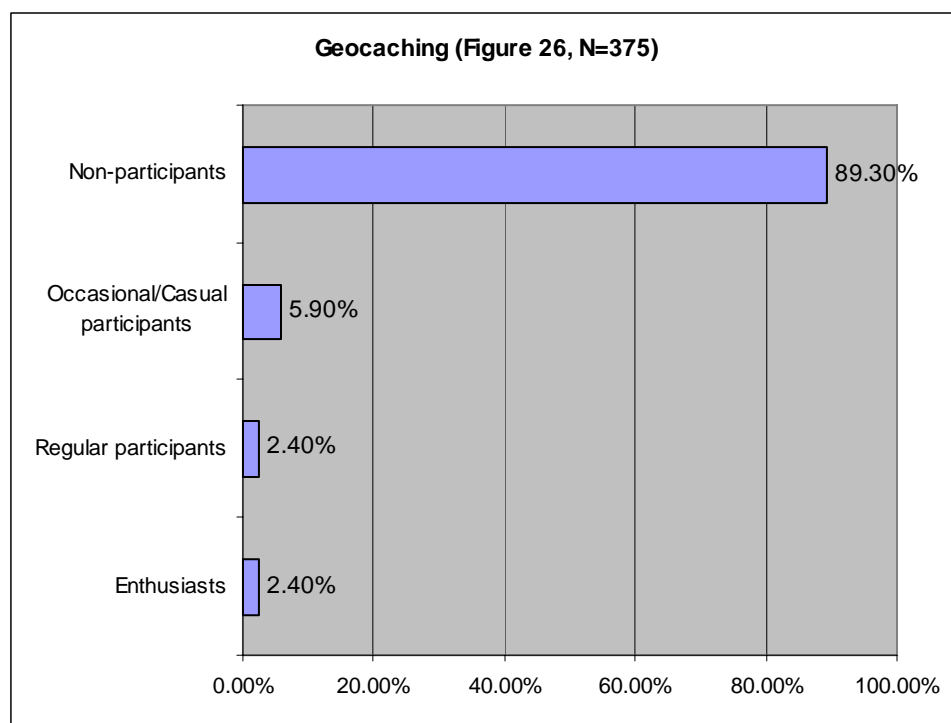


Levels of Participation in Recreation Activities

Horseback Riding

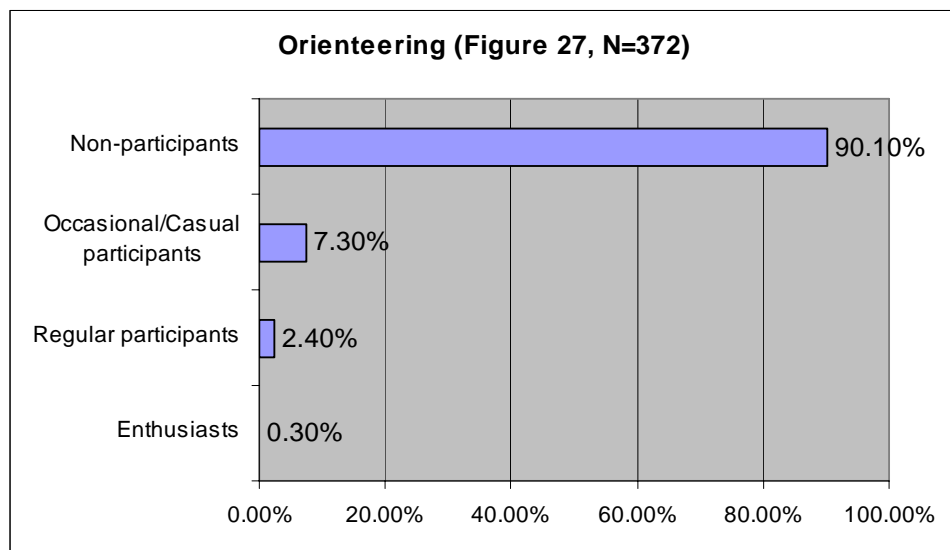


Geocaching

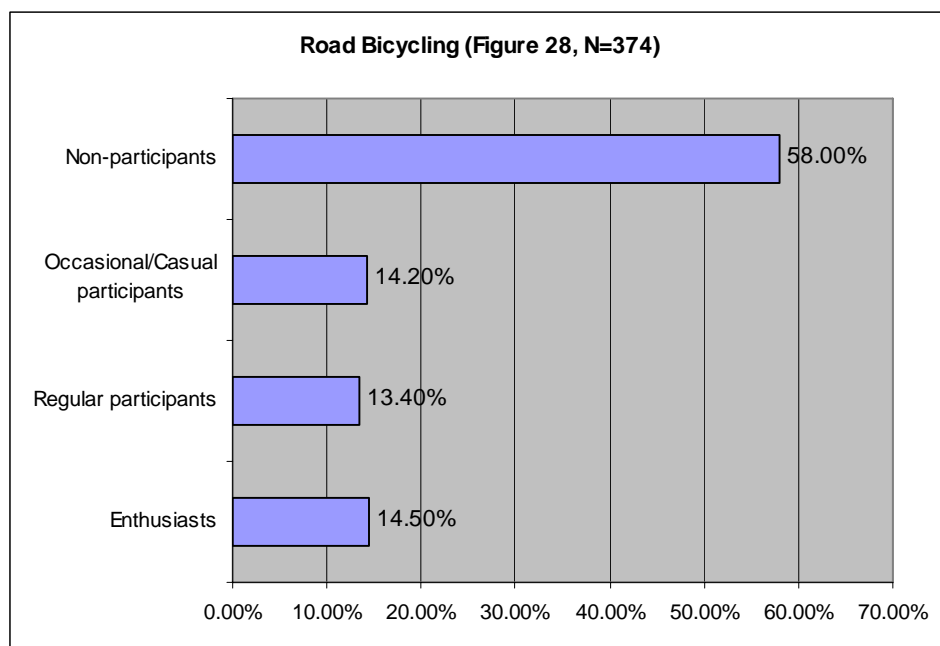


Levels of Participation in Recreation Activities

Orienteering

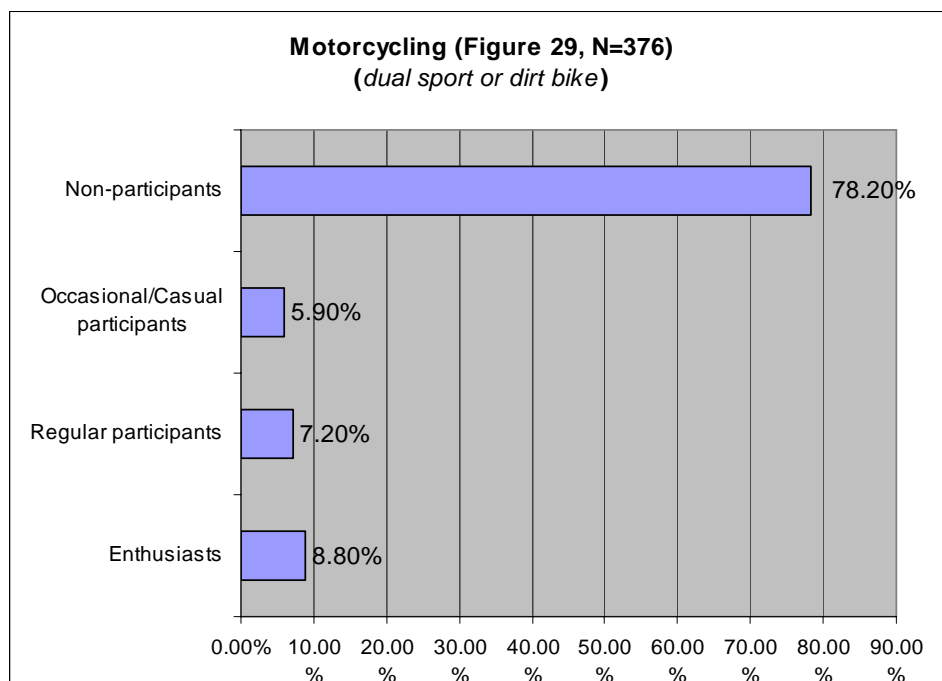


Road Bicycling

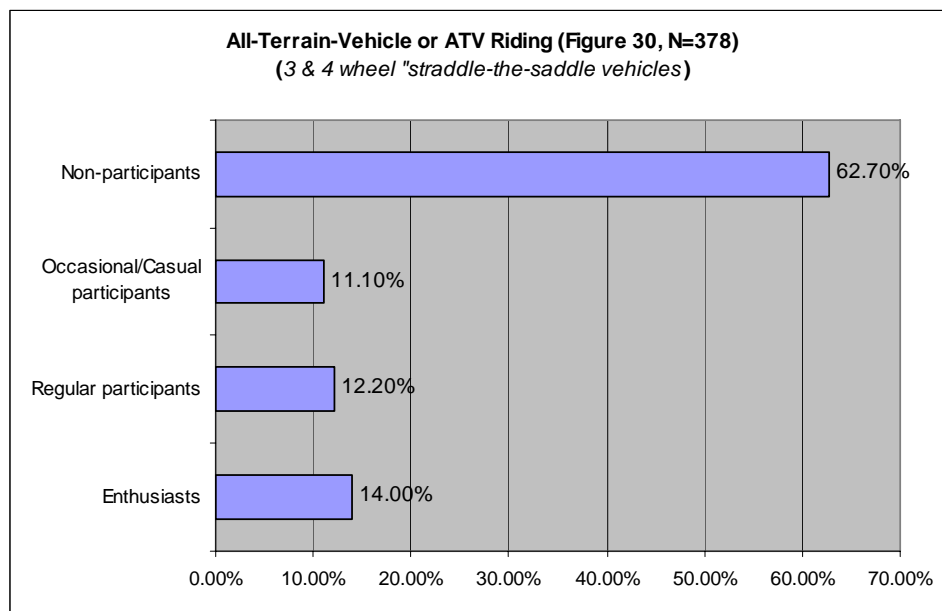


Levels of Participation in Recreation Activities

Motorbike Riding

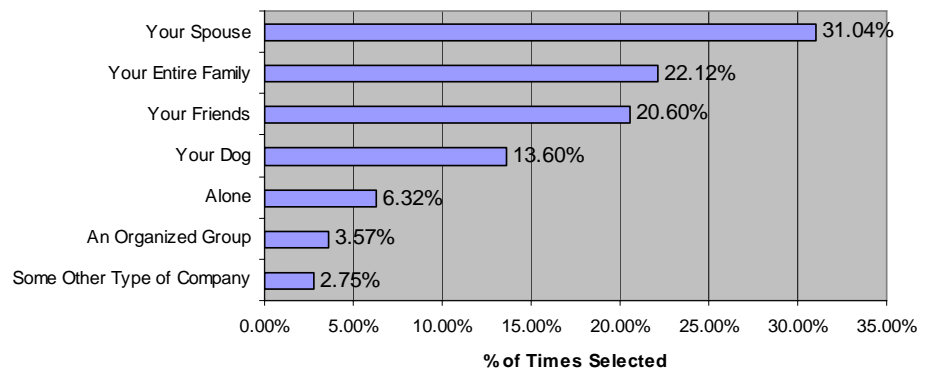


ATV Riding

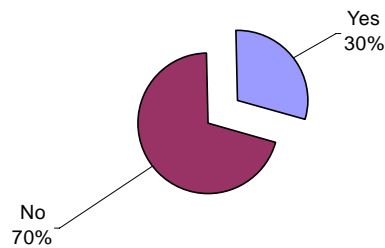


Recreation Customs

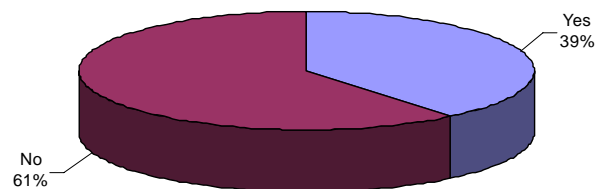
Who Typically Accompanies You on Your Trips to Outdoor Recreation Sites (Respondents were asked to name the two most regular types of company) (N=390)



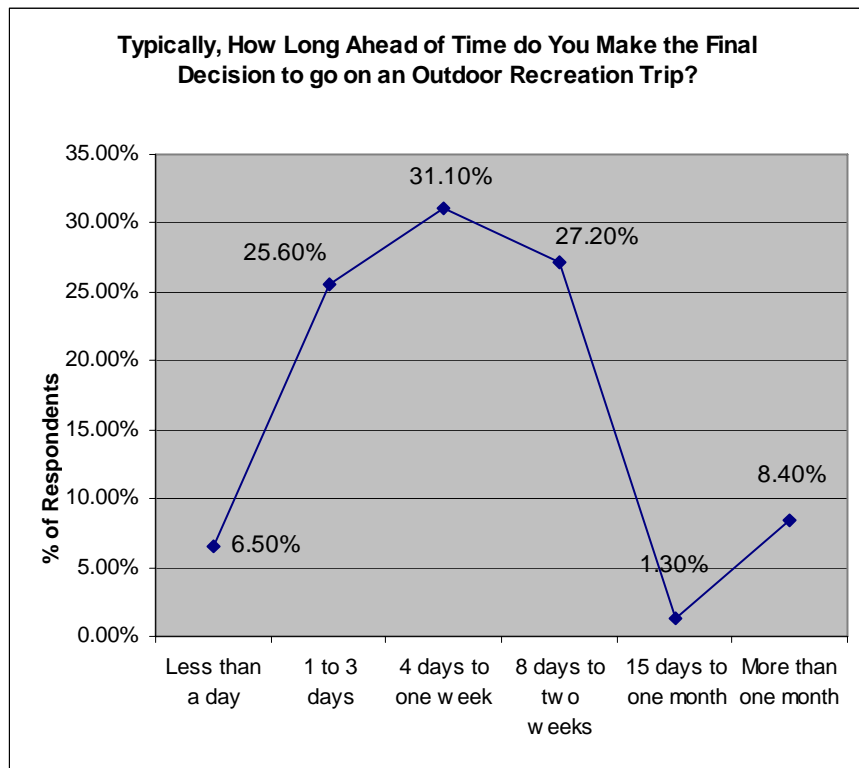
Since 2003, Have You Stopped Participating in Any Outdoor Recreation Activity that You Used to Participate in regularly?



In the Next Two Years, do You Expect to Start Participating in a New Outdoor Recreation Activity that You Have not Participated in Before?



Recreation Customs

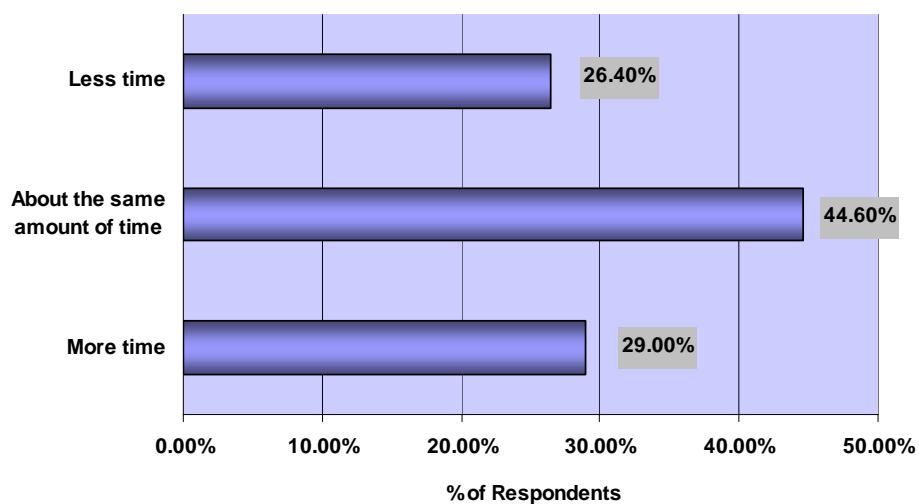


Best ways for recreationists and public recreation land managers to exchange ideas on how to improve recreation opportunities in Idaho

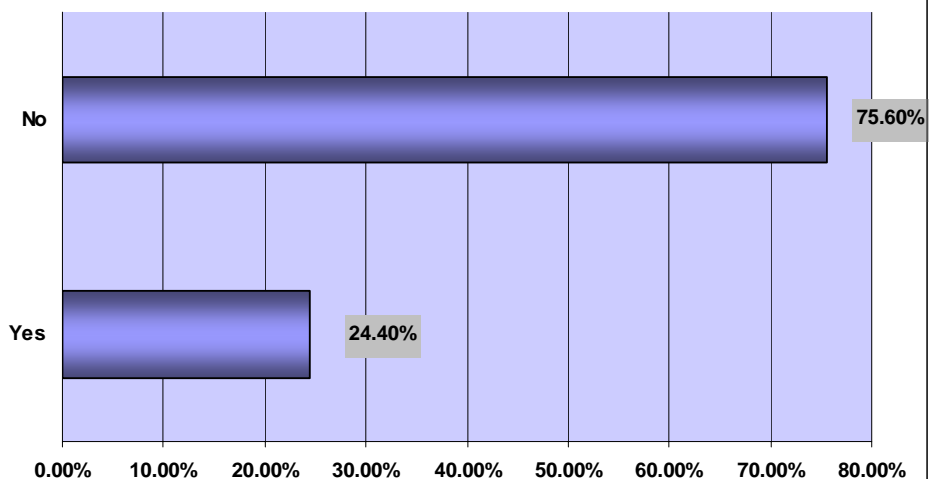
Some other way	2.00%
Recreationists making phone calls	4.48%
Focus groups	4.56%
Workshops	6.56%
Manager contacts with user group associations	8.96%
Personal contac with managers	13.60%
Public meetings in nearby towns	16.64%
Articles and news releases in the media	19.60%
Surveys like this one	23.60%

Recreation Customs

Compared to Two Years Ago, are You Now Spending More, Less, or the same Amount of Time Engaging in Outdoor Recreation Activities as Before?



Do you use a pass for Idaho parks?



Descriptive Demographic Statistics

How many people are in your household?

N=387

5% Trimmed Mean = 2.75

Std. Error = .074

How old are you?

N=380

5% Trimmed Mean = 49.91

Std. Error = .776

How many years of formal education have you completed (including years of professional training)?

N=382

5% Trimmed Mean = 13.79

Std. Error = .268

What is your approximate income before taxes?

N=339

5% Trimmed Mean = 59,135.60

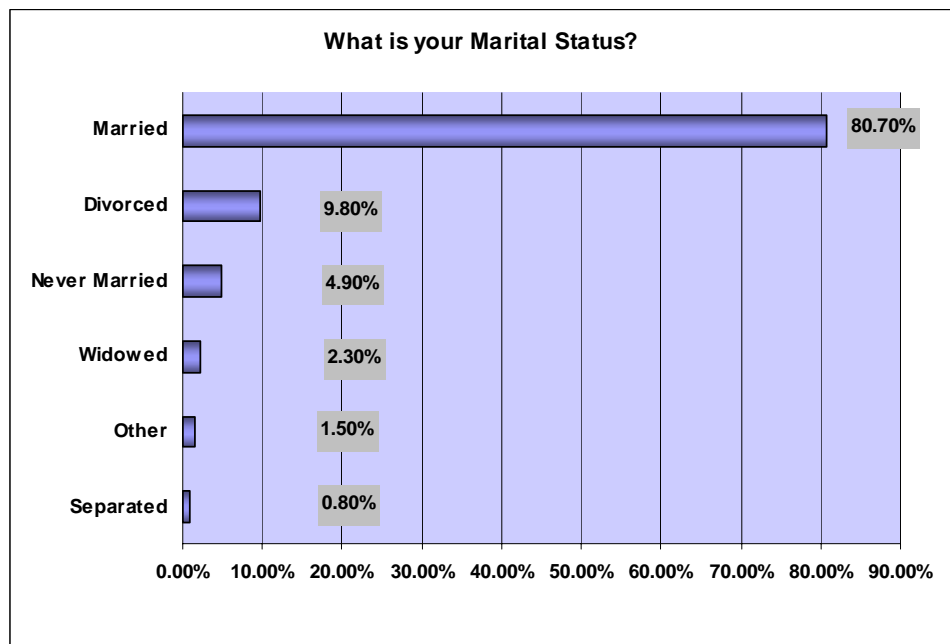
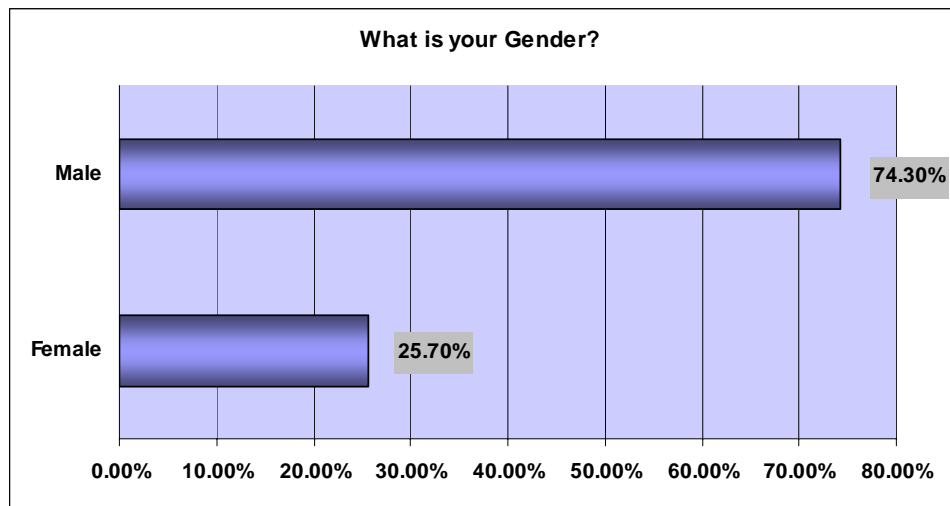
Std. Error = 2729.282

The income figures make one wonder whether wealthier people were more likely to report their income. In the comments sections, there were quite a few comments of the usual “my income is none of your business” variety. However, 339 of the 388 respondents did give their income level. Another possibility is that people were not honest with their income levels, given that the mean income in Idaho is around \$39,000 and the mean here is \$59,000.

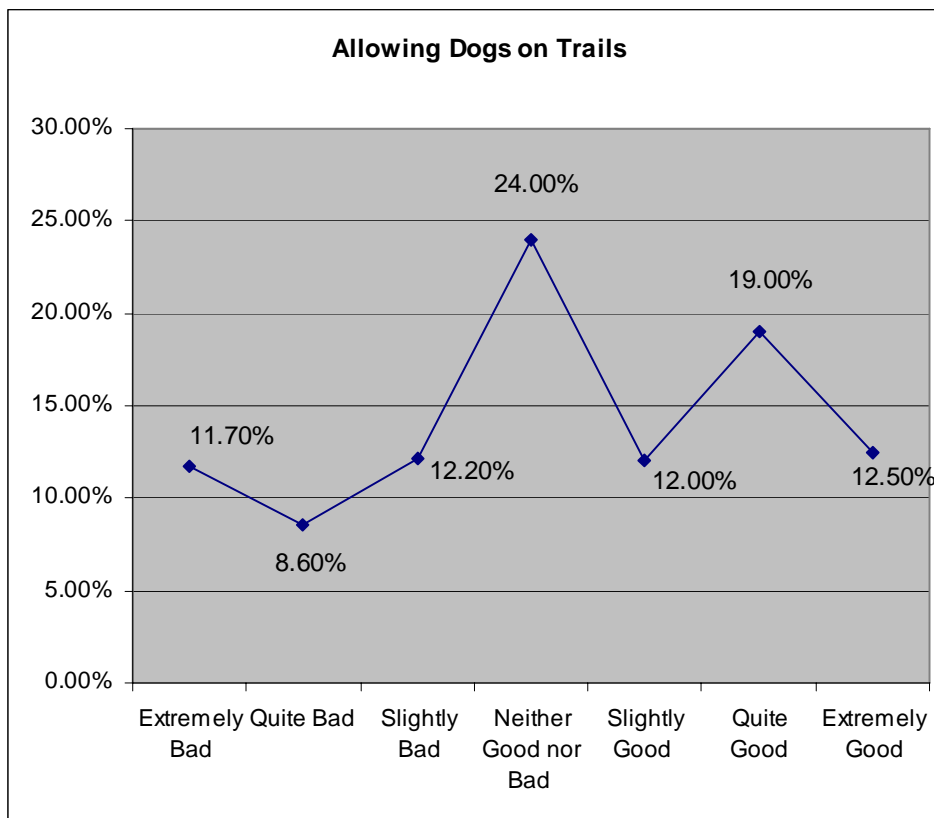
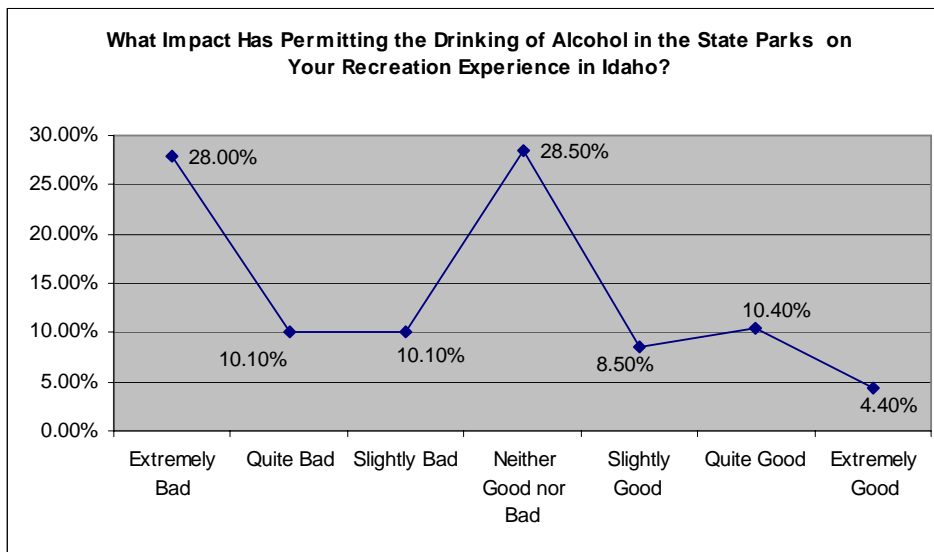
What is your employment status?

Student	1.60%
Not Employed	2.10%
Employed Full/Part Time - Between 5/6pm and 7/8am	3.90%
Homemaker	4.40%
Employed Full/Part Time - Irregular/Flexible Schedules	23.60%
Retired	27.50%
Employed Full/Part Time - Between 8/9am and 4/5pm	37.00%

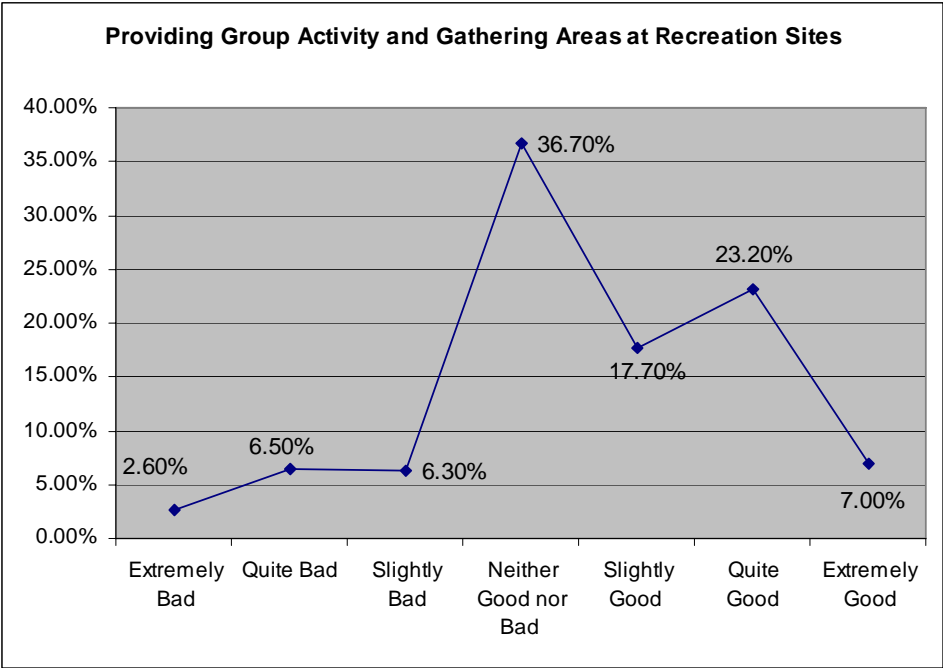
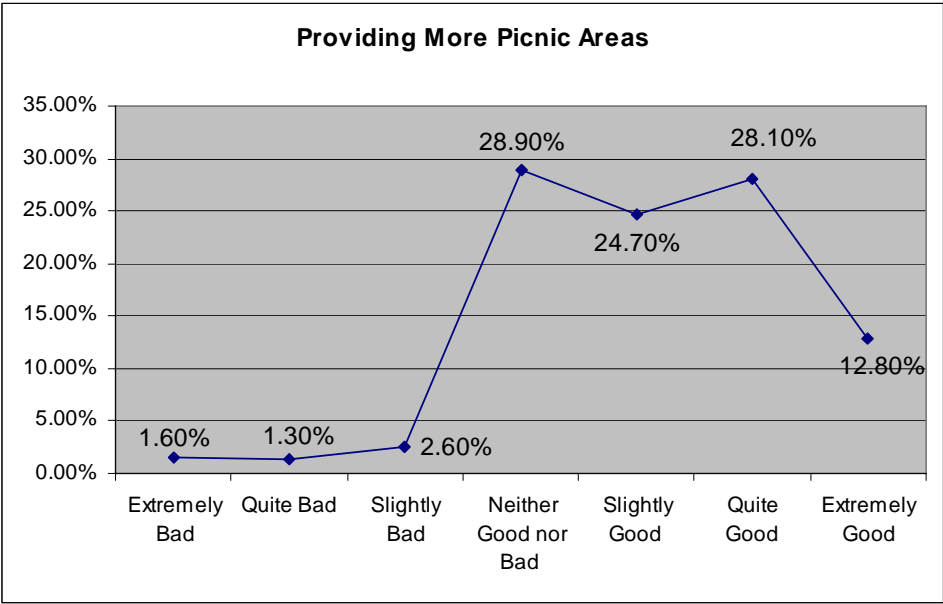
Descriptive Demographic Statistics



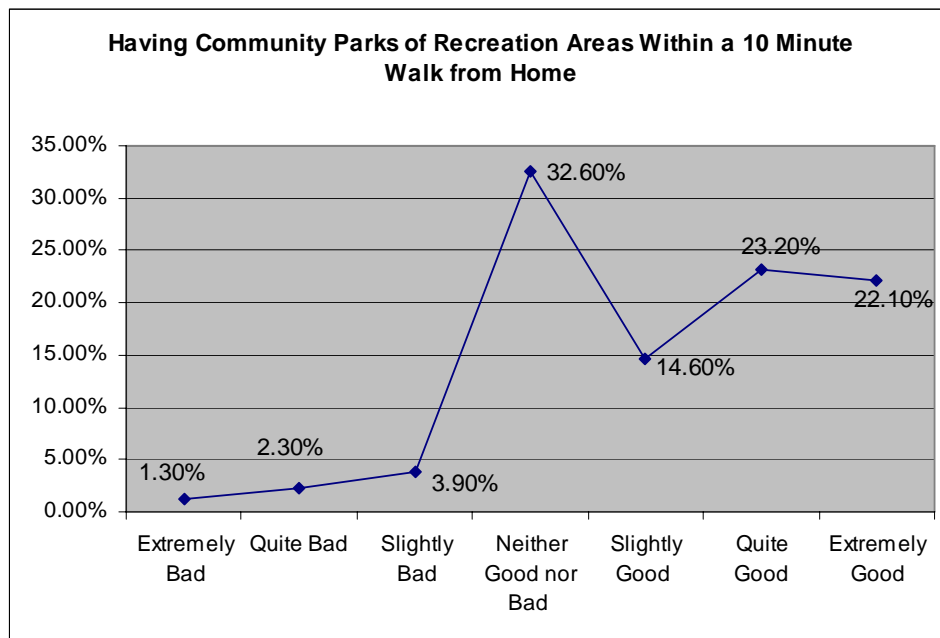
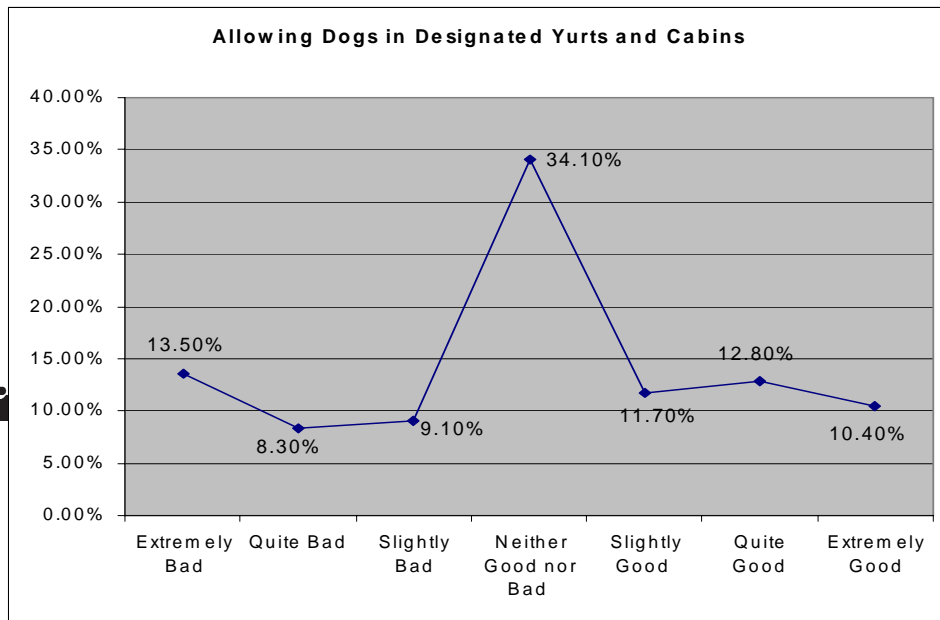
Perceived impacts of management decisions on outdoor recreation



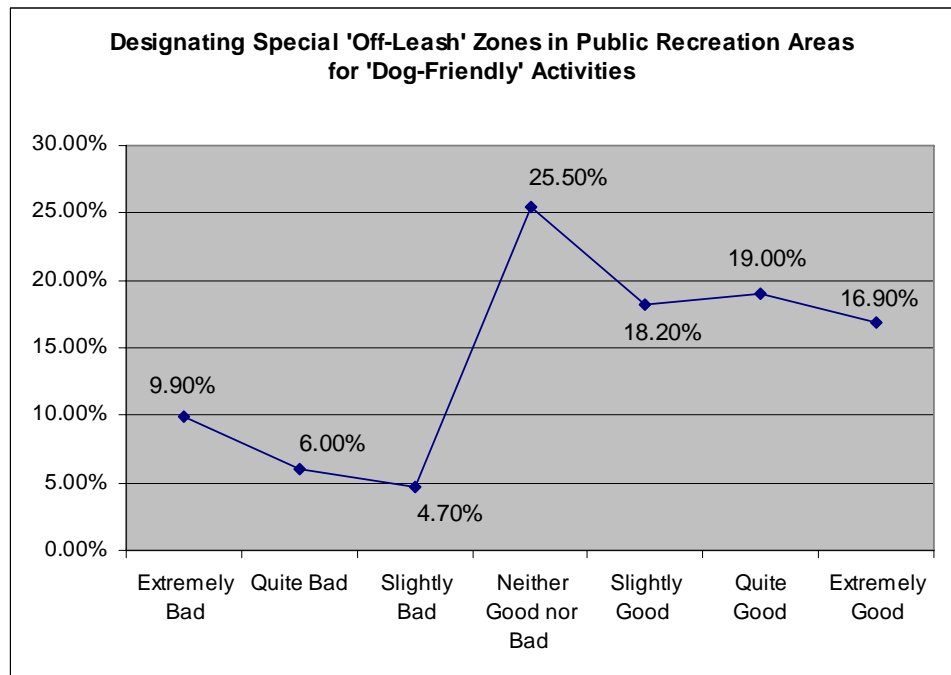
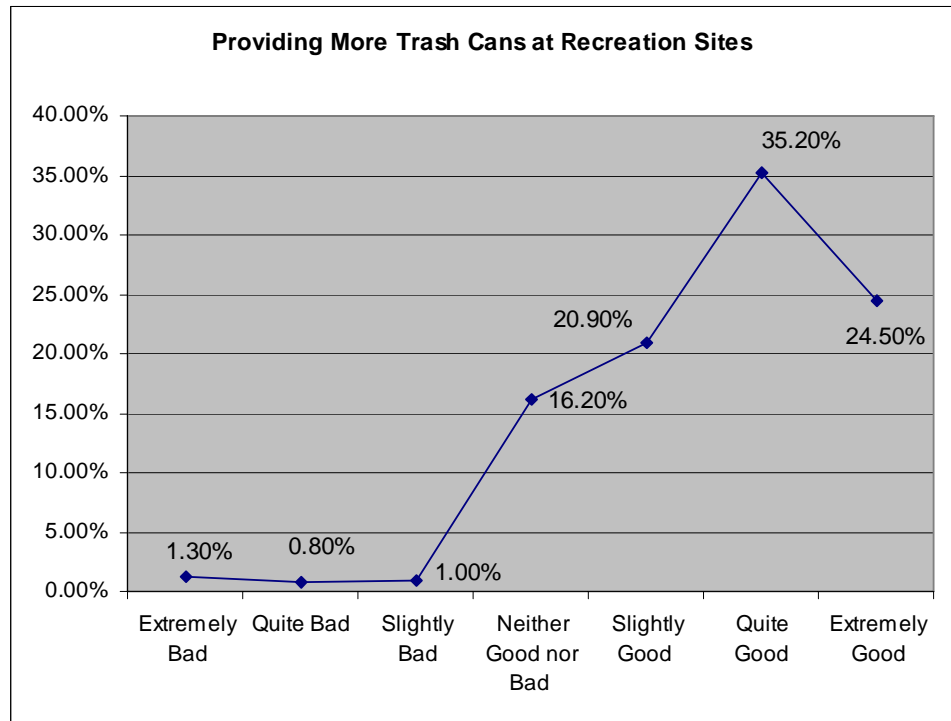
Perceived impacts of management decisions on outdoor recreation



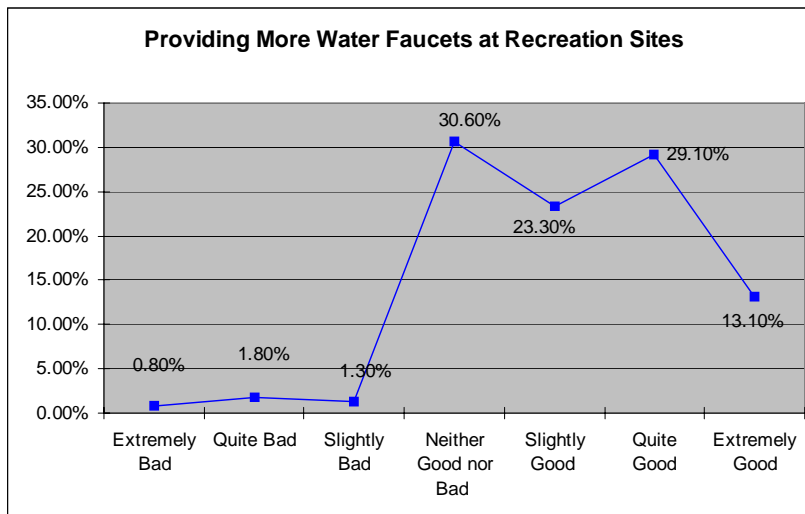
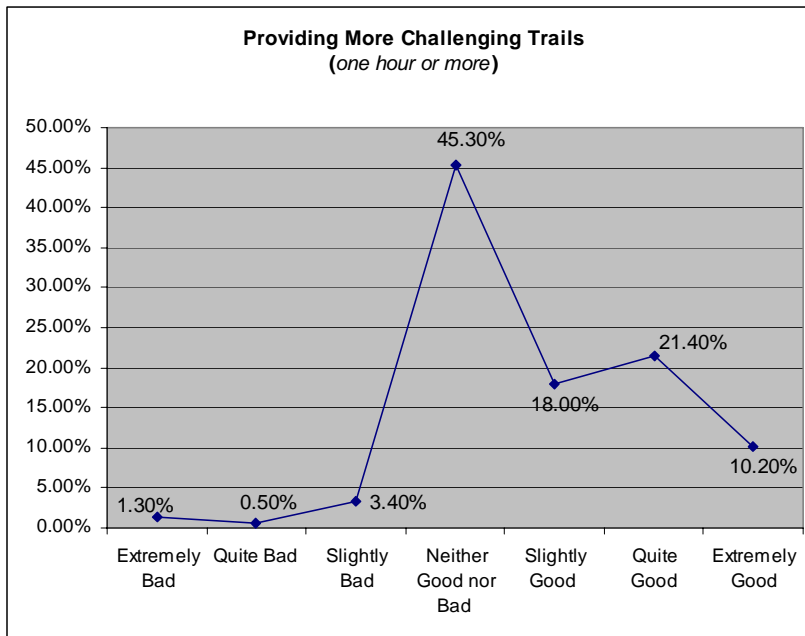
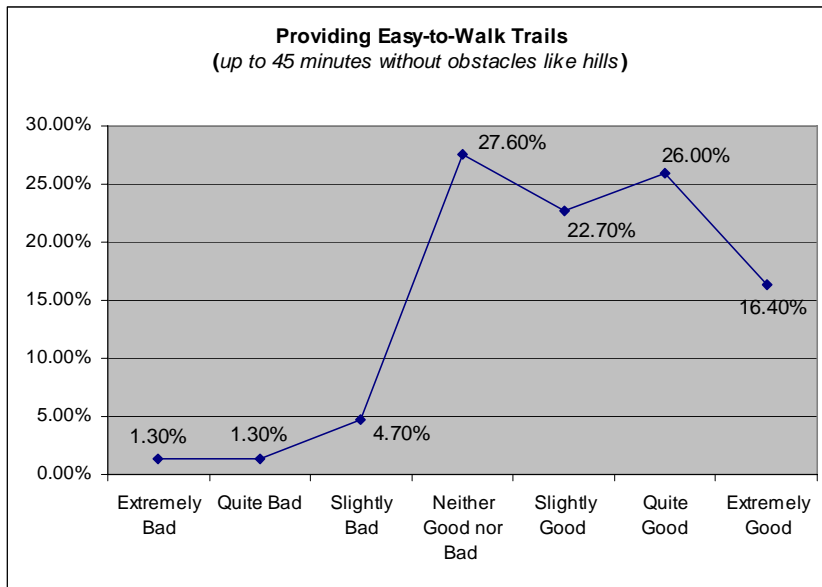
Perceived impacts of management decisions on outdoor recreation



Perceived impacts of management decisions on outdoor recreation

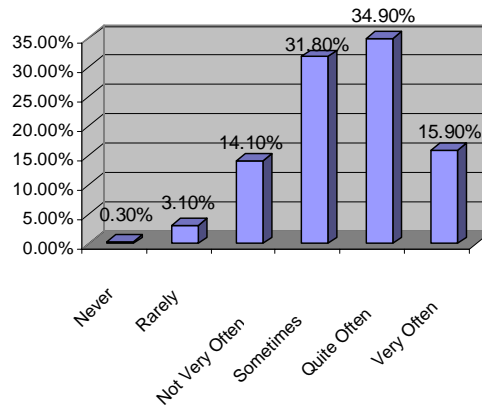


Perceived impacts of management decisions on outdoor recreation

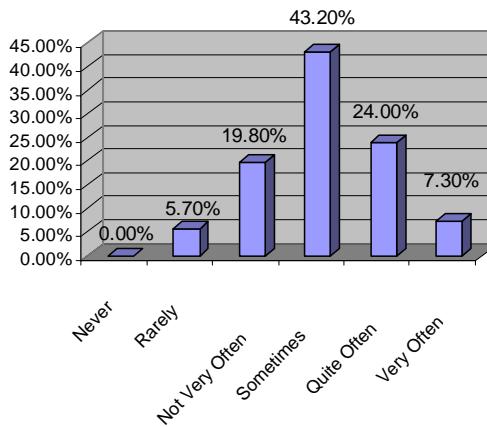


Frequency of Unpleasant Encounters at Recreation Sites

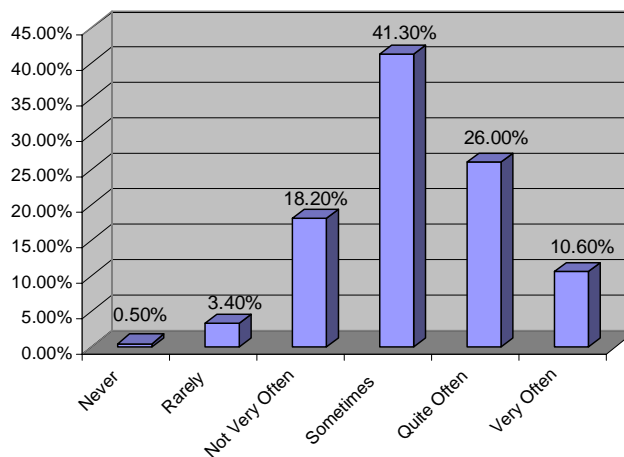
Frequency of Encountering Litter on Trails, Roads or Picnic Areas



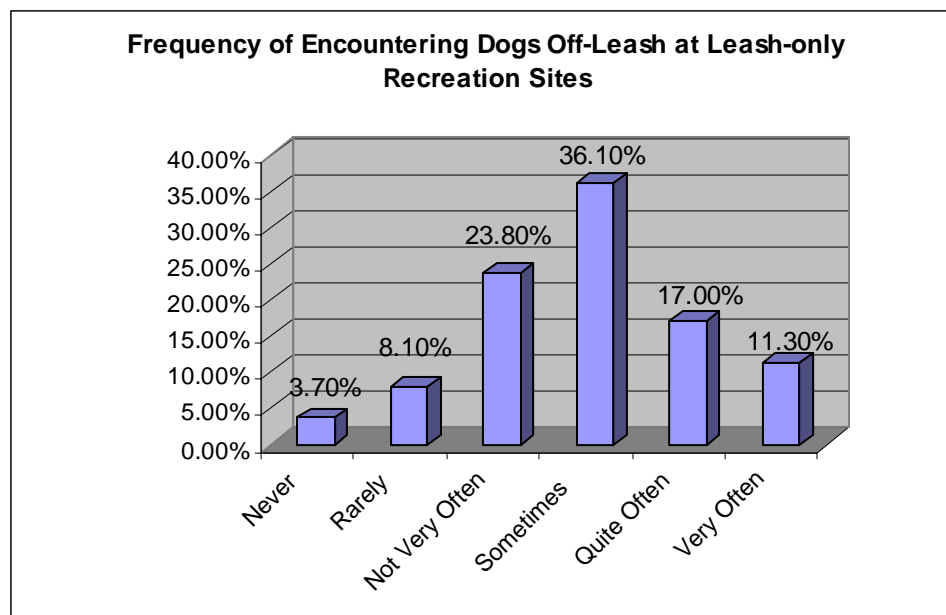
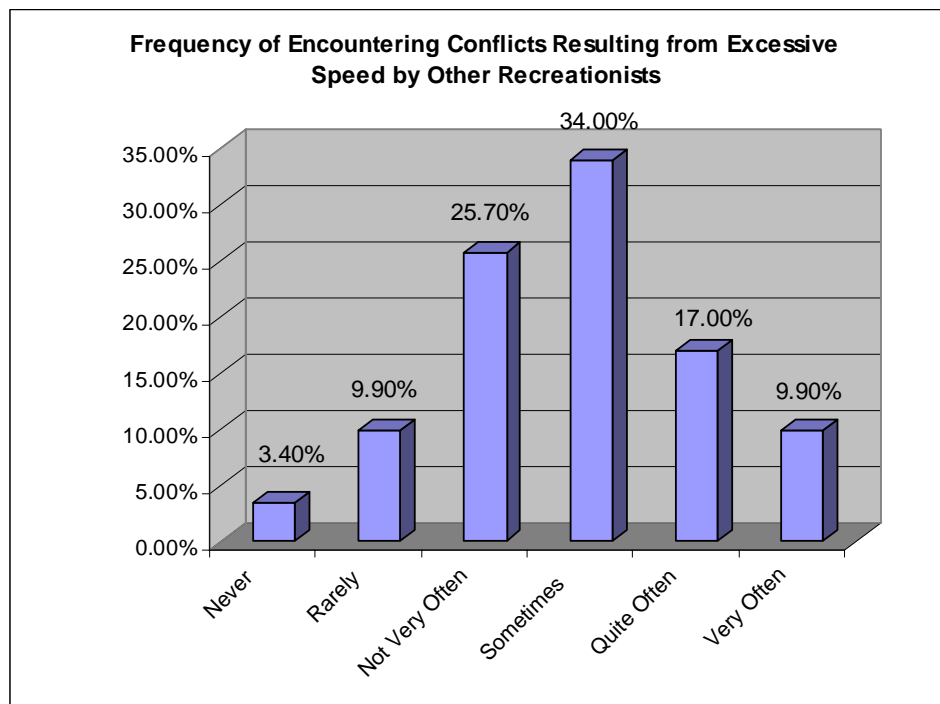
Frequency of Encountering Graffiti and Carvings of Names and Initials on Natural and Man-made Structures



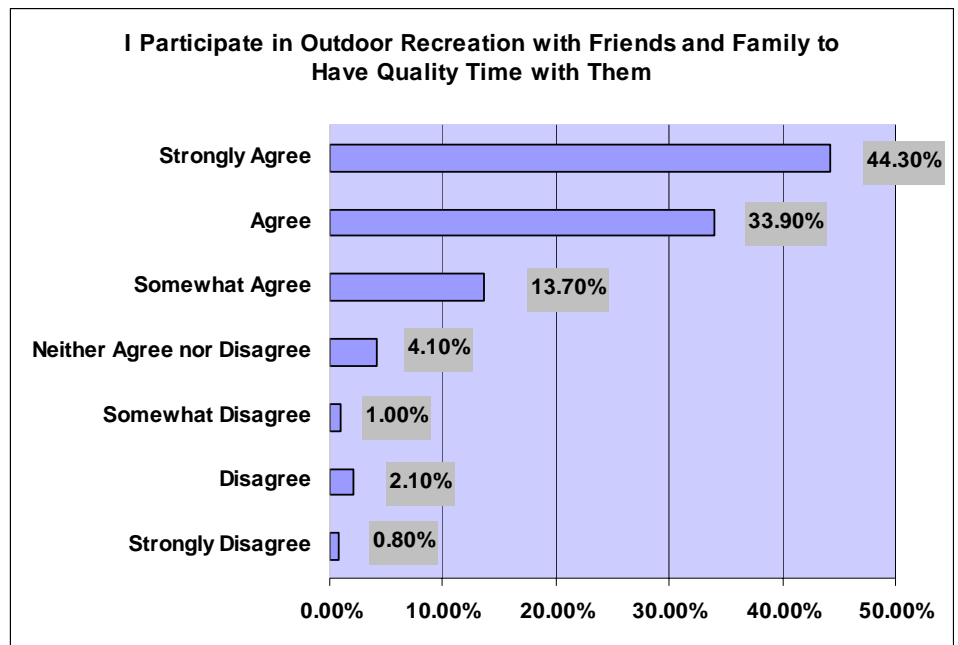
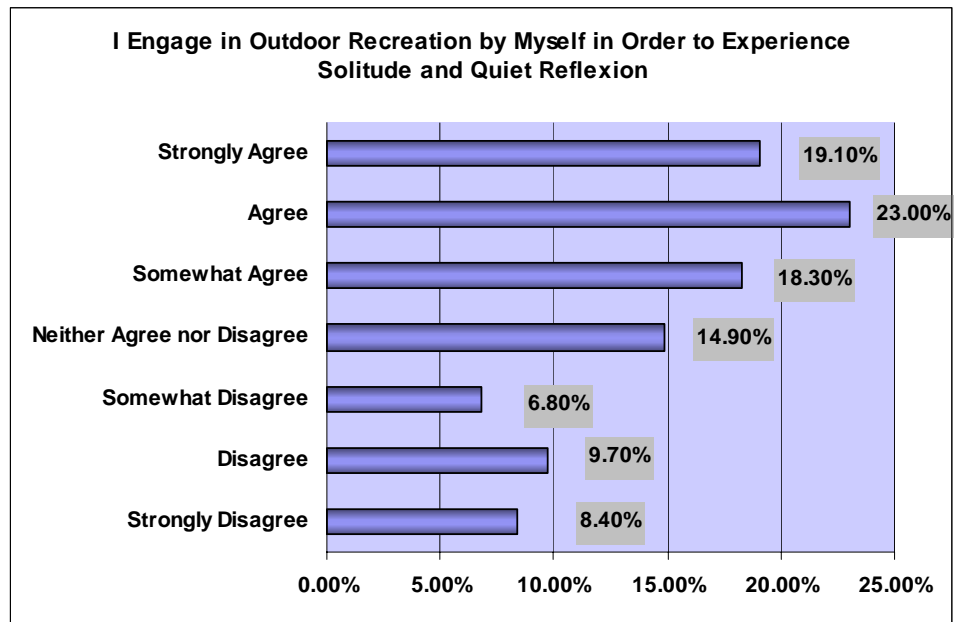
Frequency of Encountering Overcrowded Recreation Sites



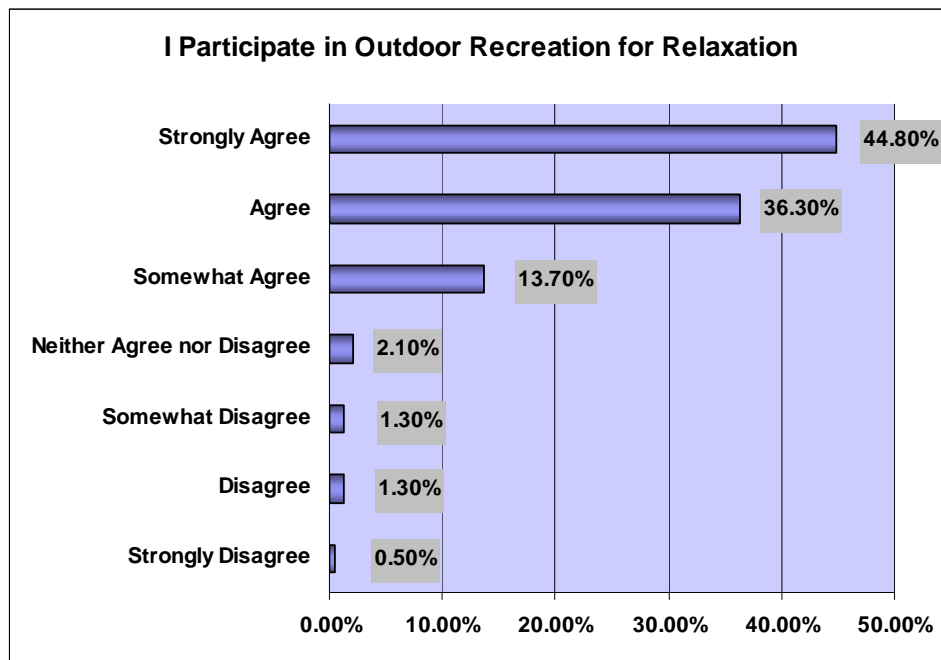
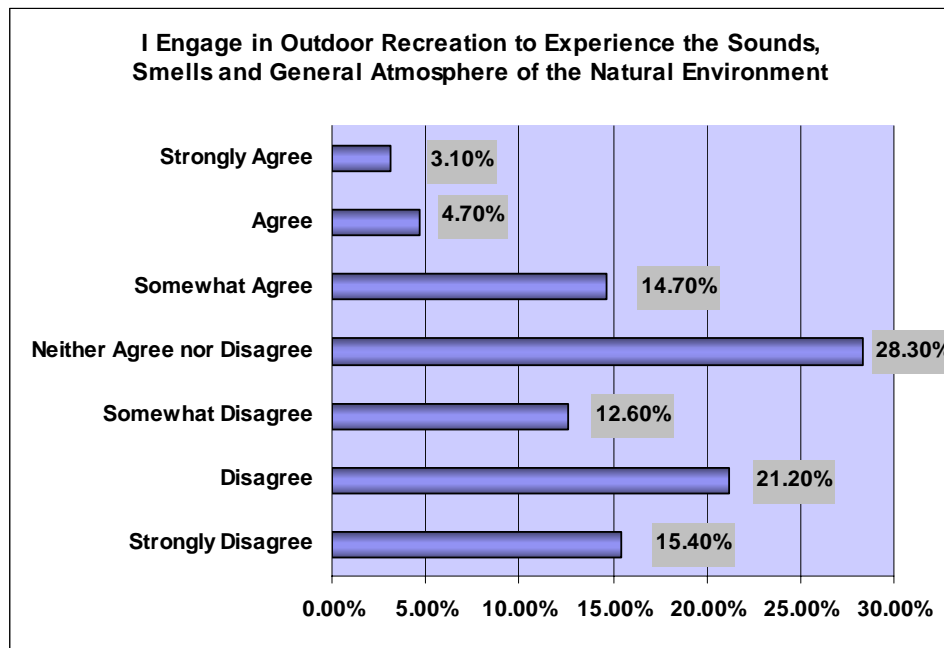
Frequency of Unpleasant Encounters at Recreation Sites



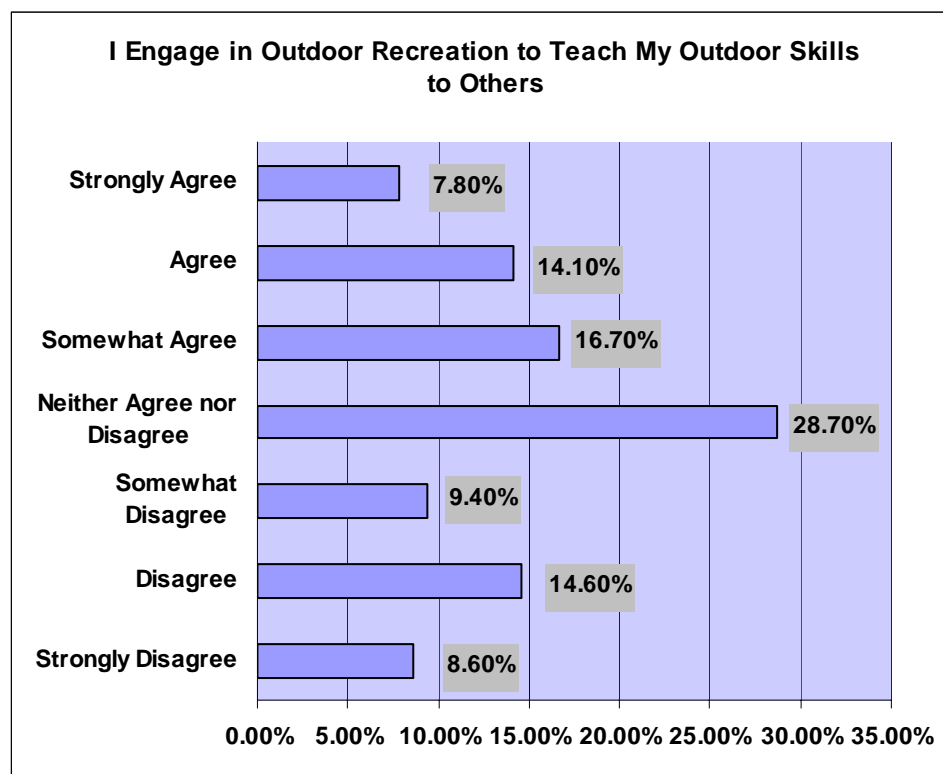
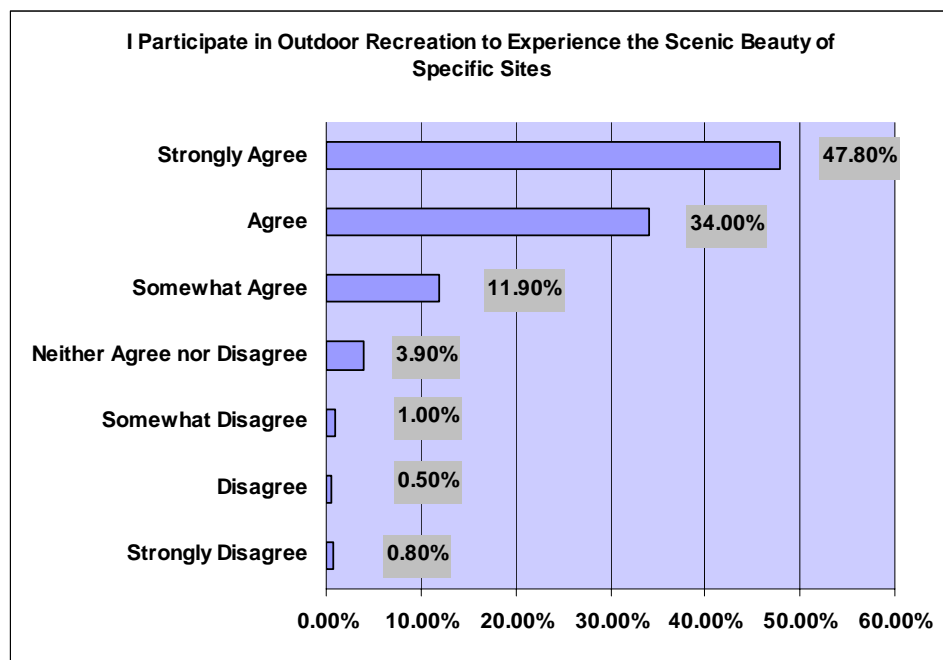
Principal motivations/ reasons for engaging in outdoor recreation



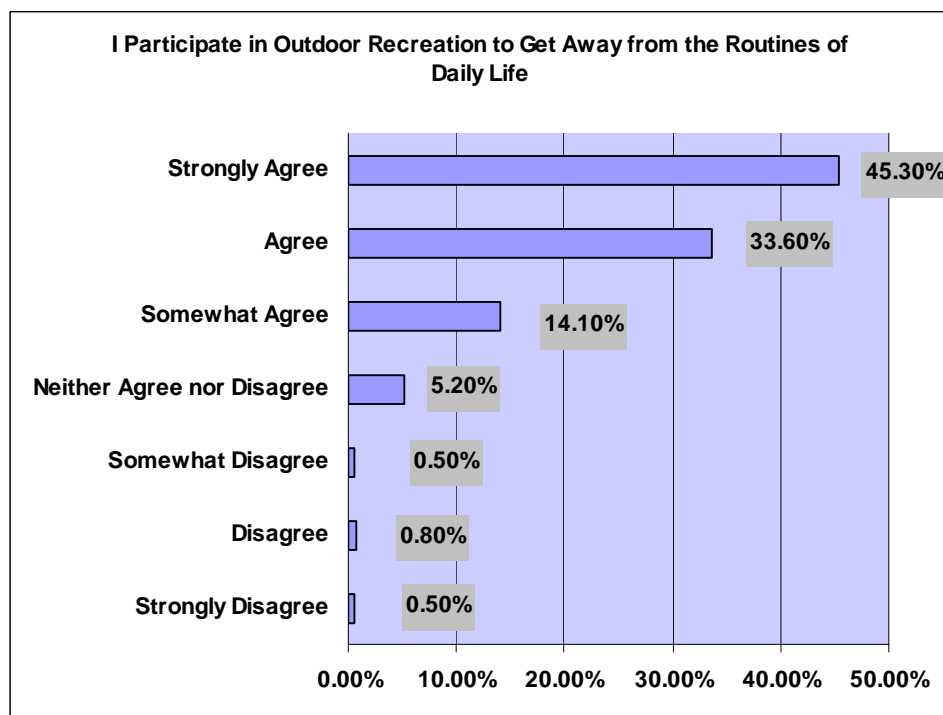
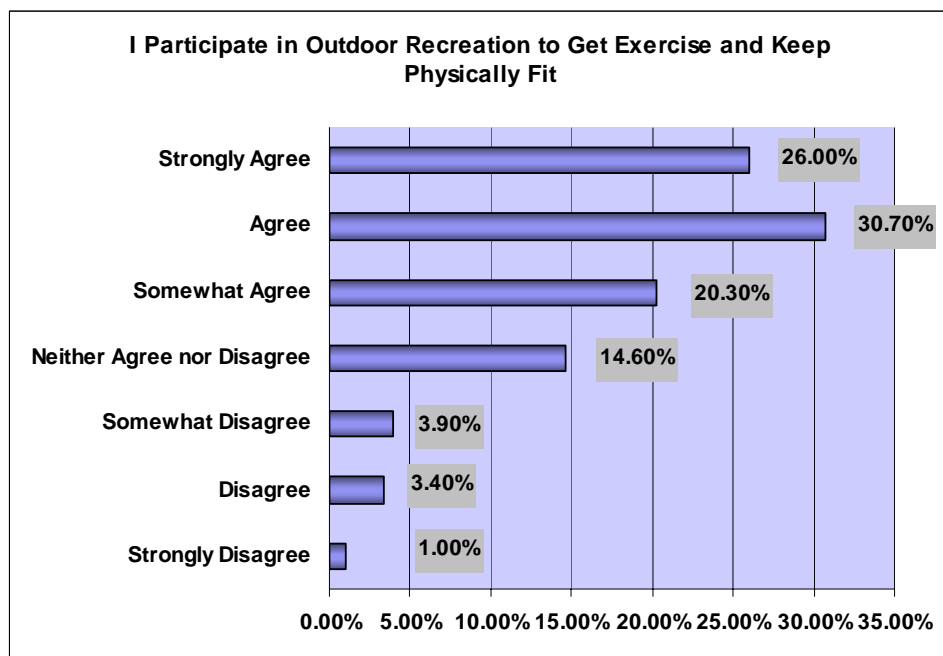
Principal motivations/ reasons for engaging in outdoor recreation



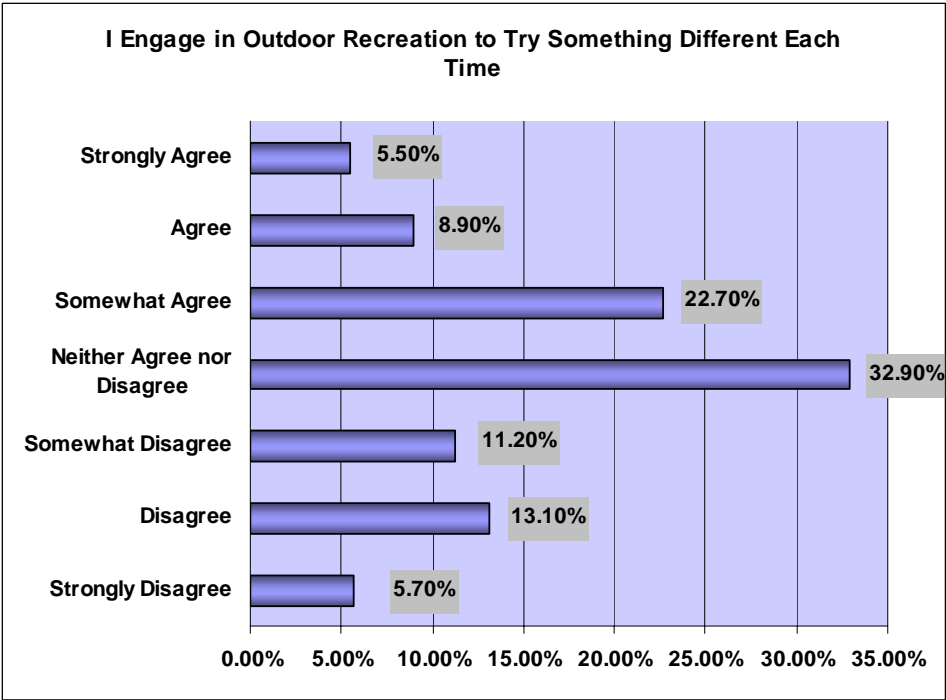
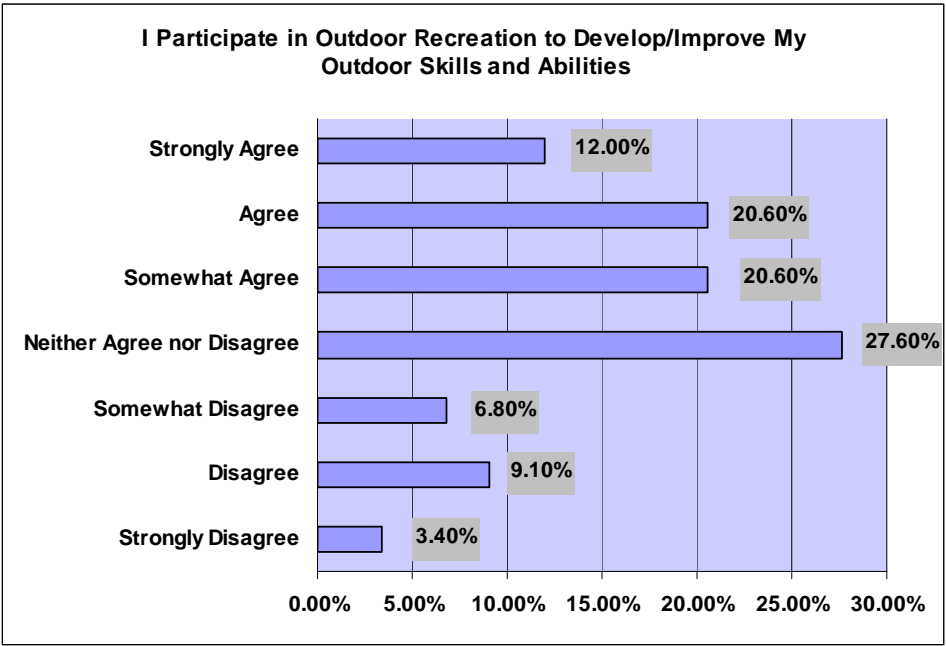
Principal motivations/ reasons for engaging in outdoor recreation



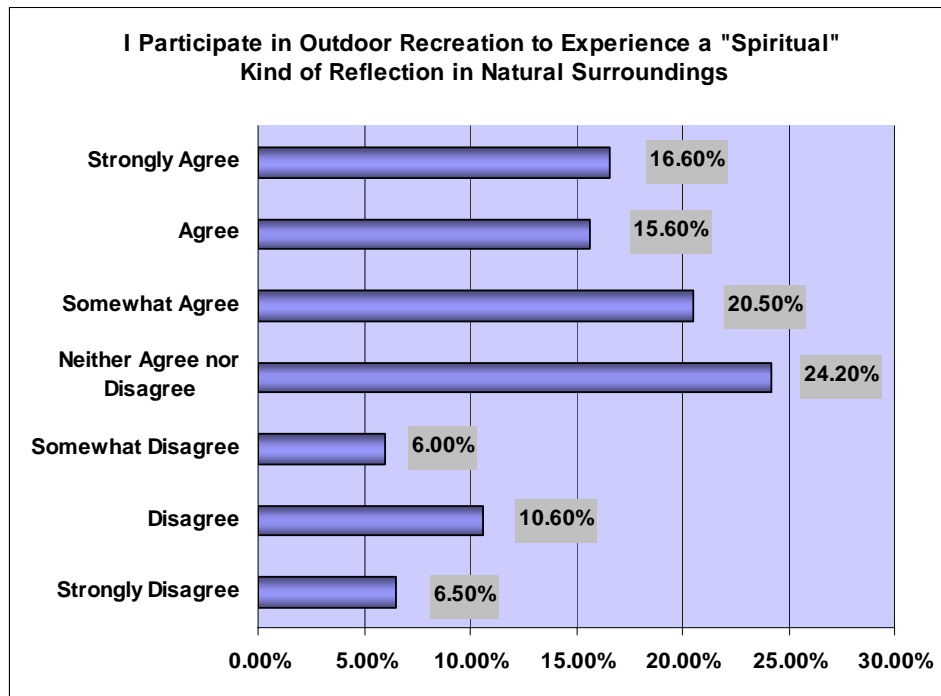
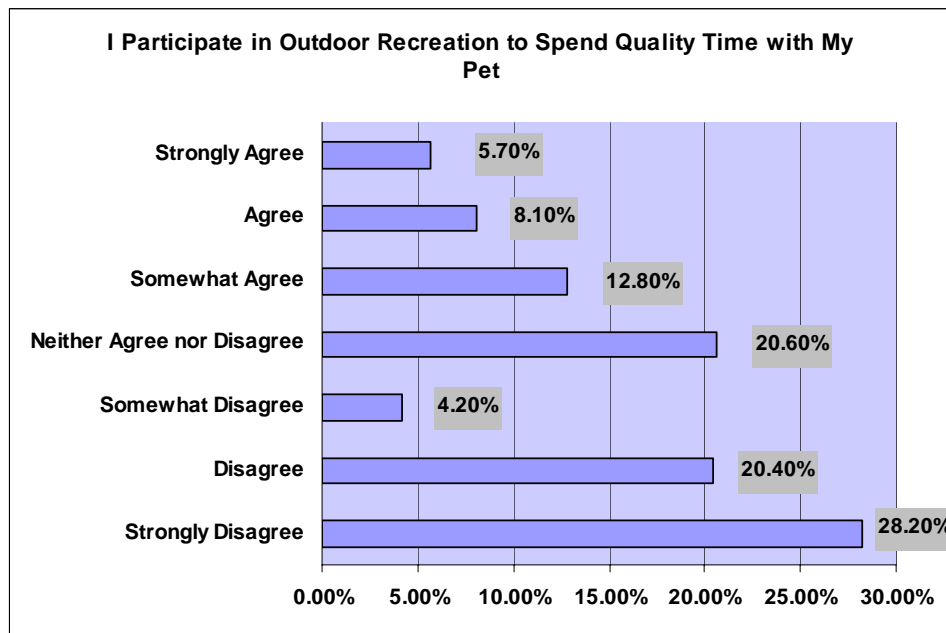
Principal motivations/ reasons for engaging in outdoor recreation



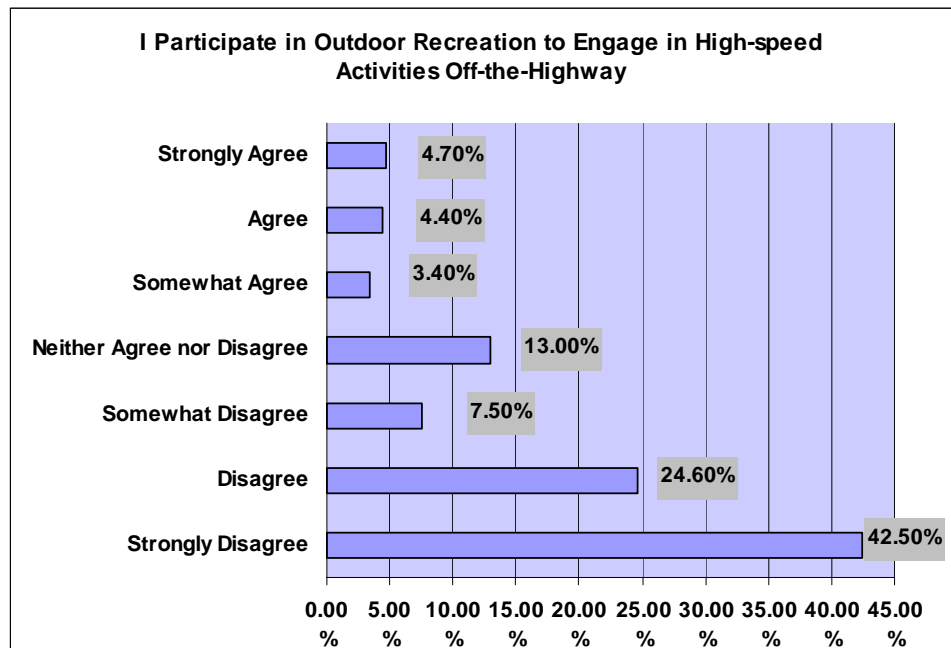
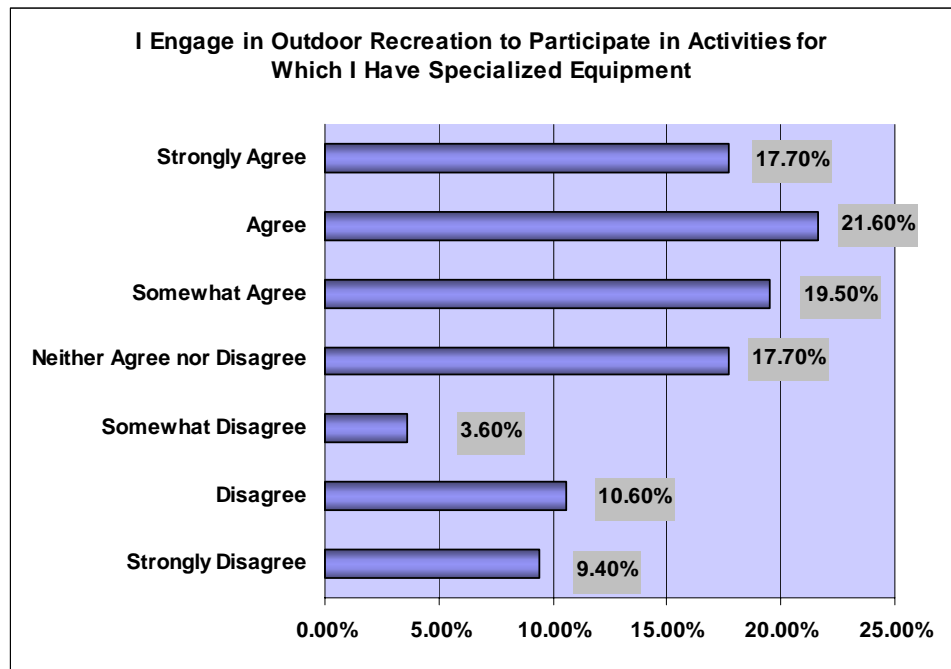
Principal motivations/ reasons for engaging in outdoor recreation



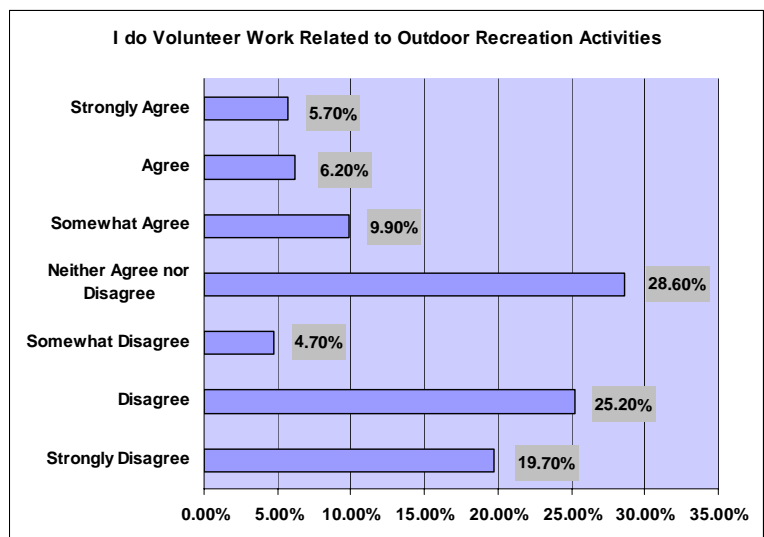
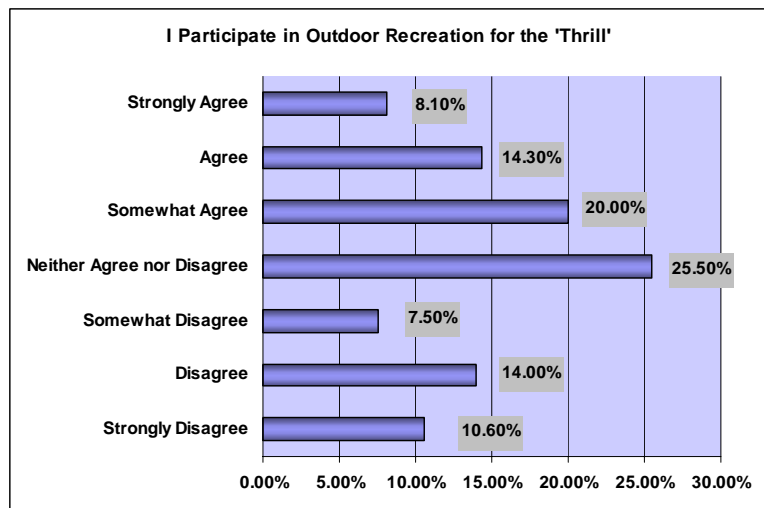
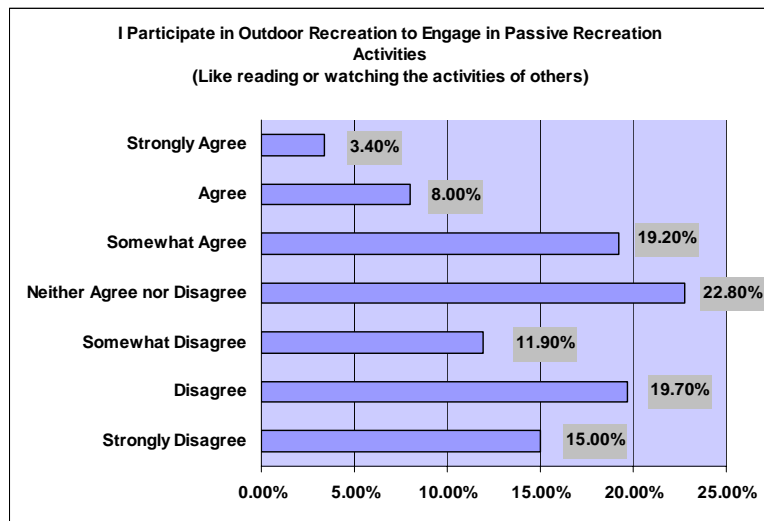
Principal motivations/ reasons for engaging in outdoor recreation



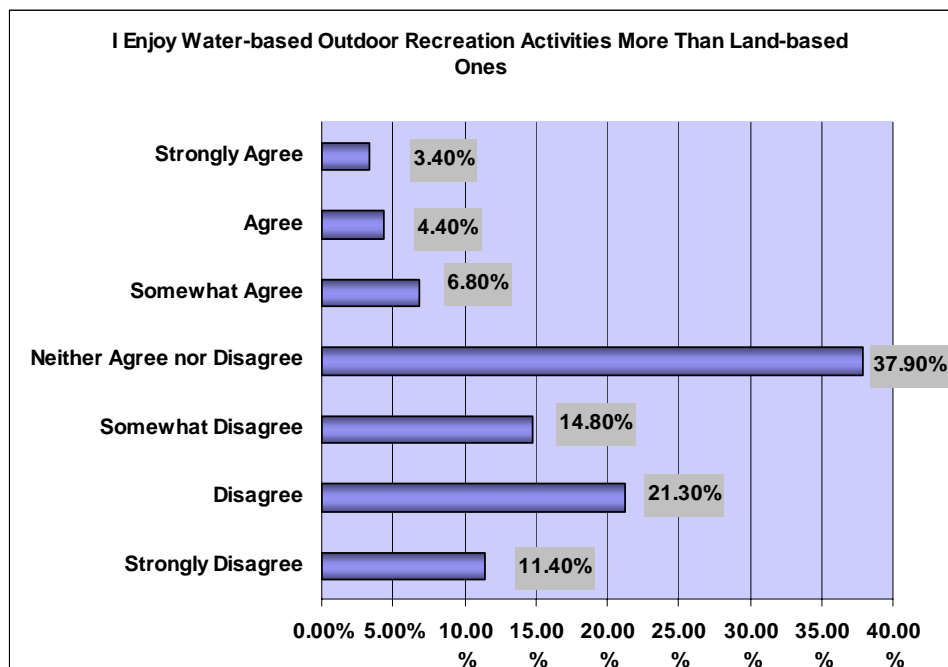
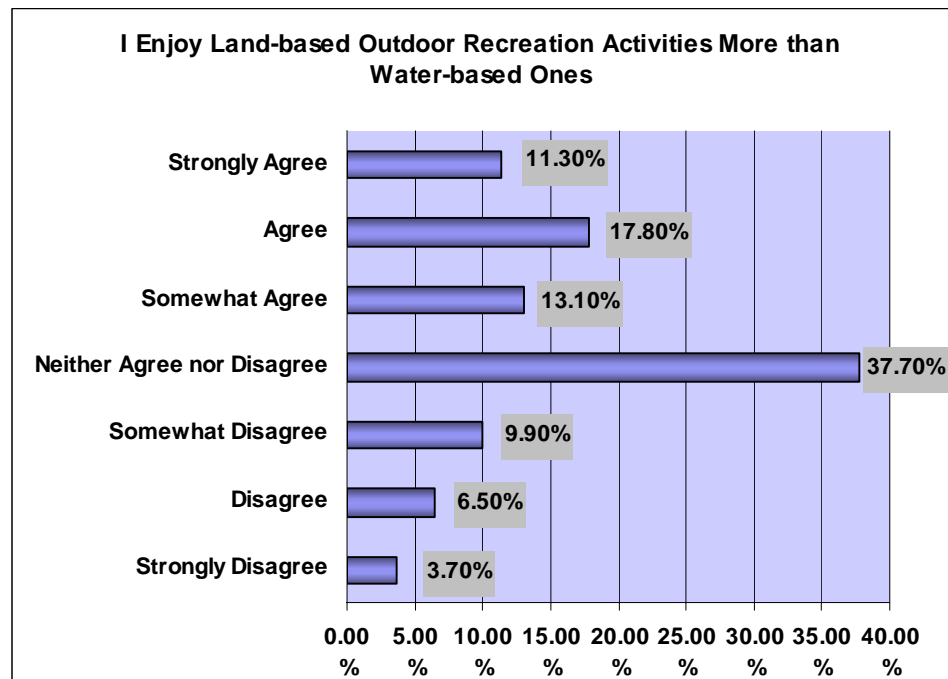
Principal motivations/ reasons for engaging in outdoor recreation



Principal motivations/ reasons for engaging in outdoor recreation



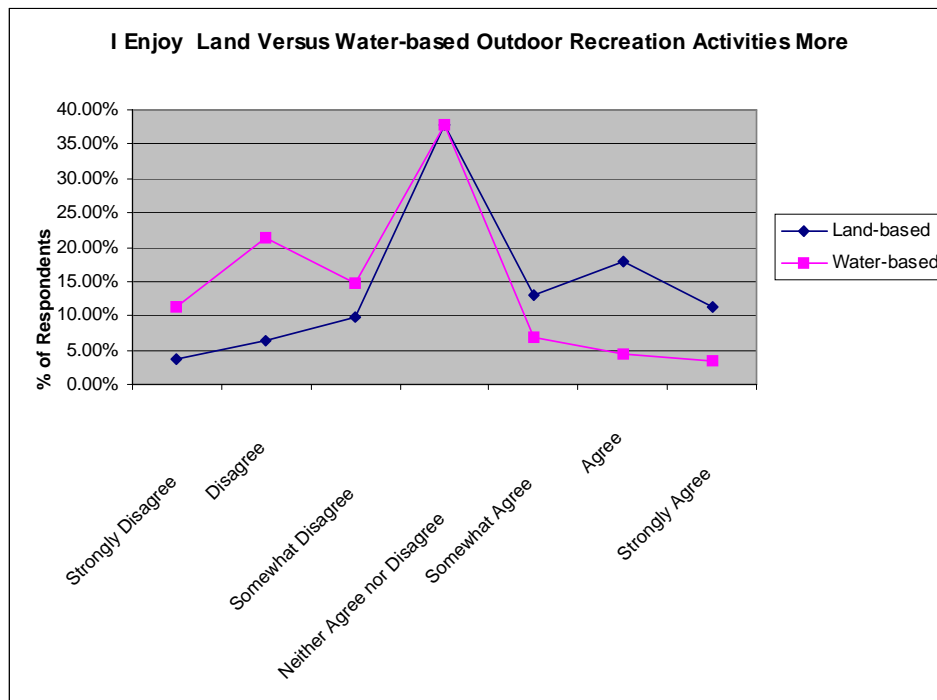
Preference for land versus water-based outdoor recreation activities



The next Figure juxtaposes preferences for land and water-based outdoor recreation activities among Idaho recreationists. The dominant group is made up of those who do not have strong views either way, between preferring land-based to water-based outdoor recreation activities, or vice versa.

However, more people tend to prefer land-based recreation activities to water-based, given that this option scores higher on the “agree” side of the scale, when the statement that “I enjoy land-based outdoor recreation activities more than water-based ones” is mentioned. A more or less proportional number of people also disagree when the statement is: “I enjoy water-based outdoor recreation activities more than land-based ones”. Intuitively, one would expect that those who were on one side with one statement would be on the other side with the other statement.

Preference for land versus water-based outdoor recreation activities



Influence of Social Associations on Outdoor Recreation Site Selection

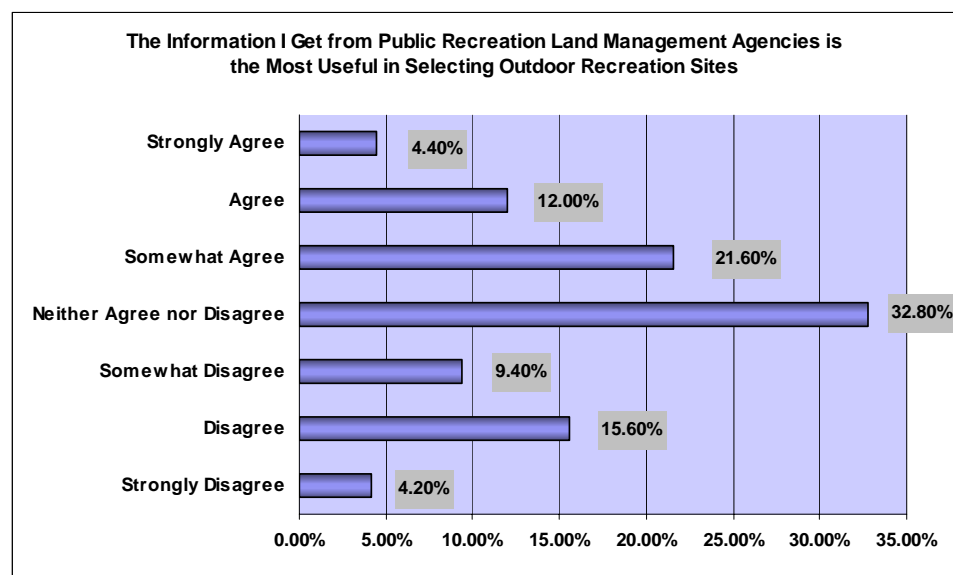
The next three Figures examine the social groups that serve as sources of information on which outdoor recreation site selection is based. The fourth Figure super-imposes the three influences, and it is obvious that family and friends are the biggest influence, followed by peers in recreation clubs or associations.

It is often said that recreationists who are members of recreation clubs and associations get most of their information about recreation from their peers in user groups, and that the provision of information to those groups is one of the best ways to reach recreationists.

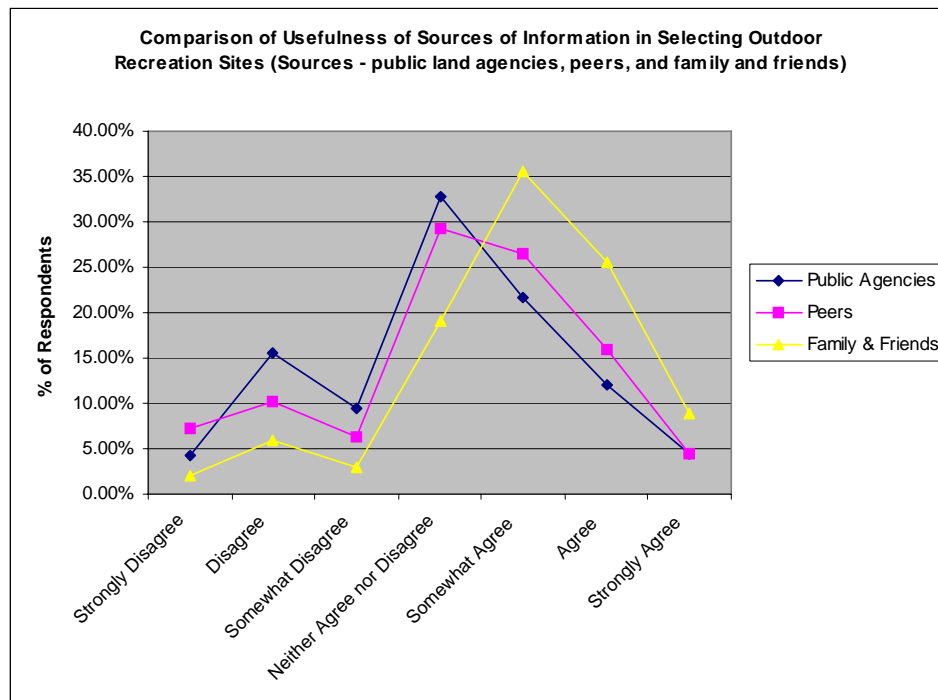
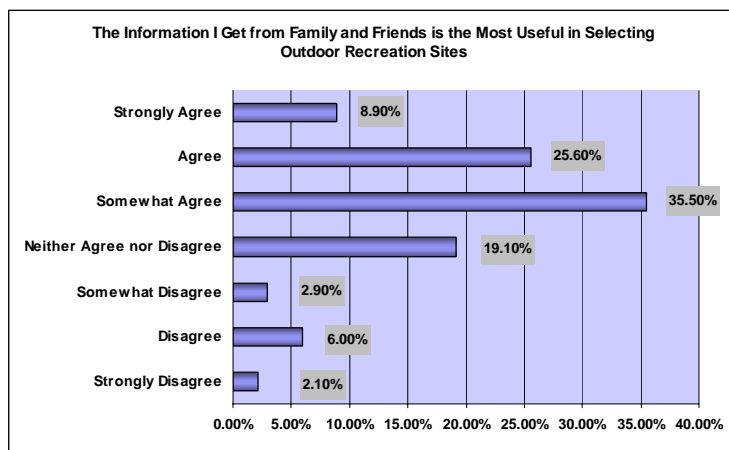
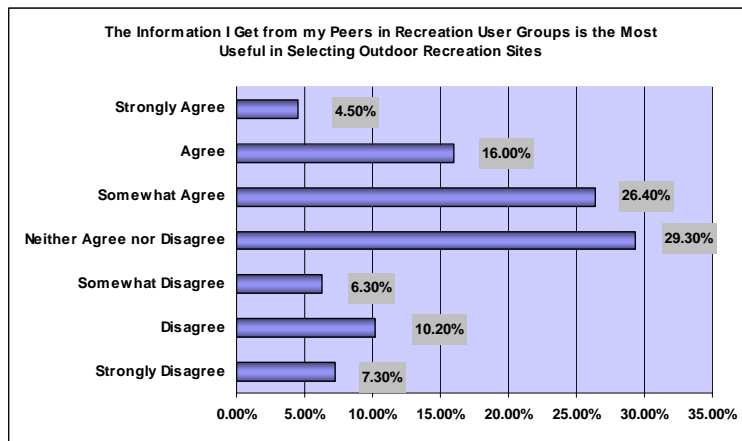
The exploratory evidence here indicates that peer groups do influence site selection more than public recreation land management agencies. However, family and friends appear to be even more influential than peers in recreation associations. In the end, what this means is that word-of-mouth (which combines family, friends and peers as sources of information), may well be the best sources of information influencing the decisions of recreationists.

These social groups are likely to be good sources of information not just about site selection, but also about knowledge of rules and best practices. Educating recreationists on site and giving them an enjoyable experience may therefore be one of the best marketing tools for reaching out to other potential patrons, as satisfied participants become ambassadors and pass on word of their enjoyable experiences to others.

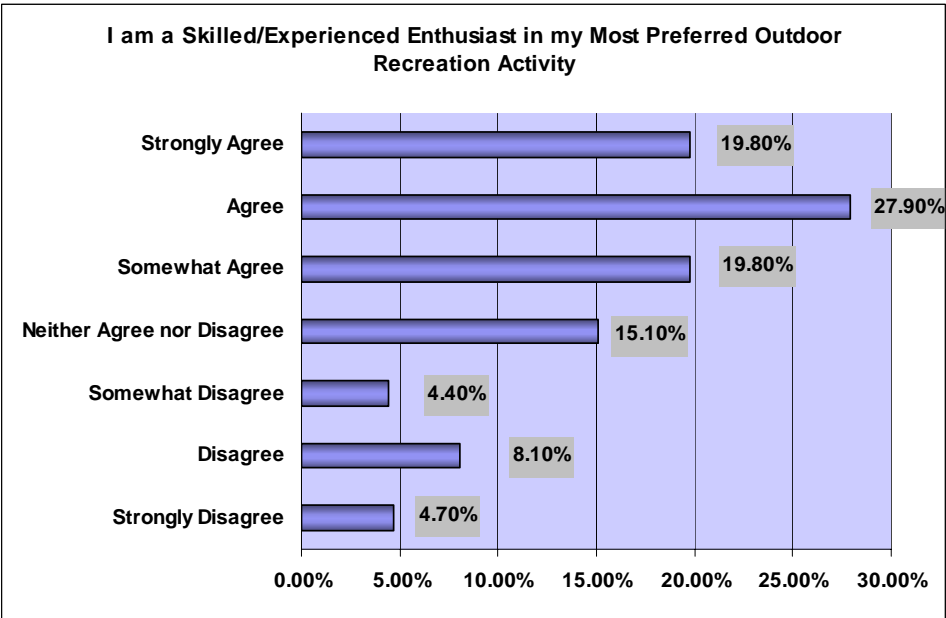
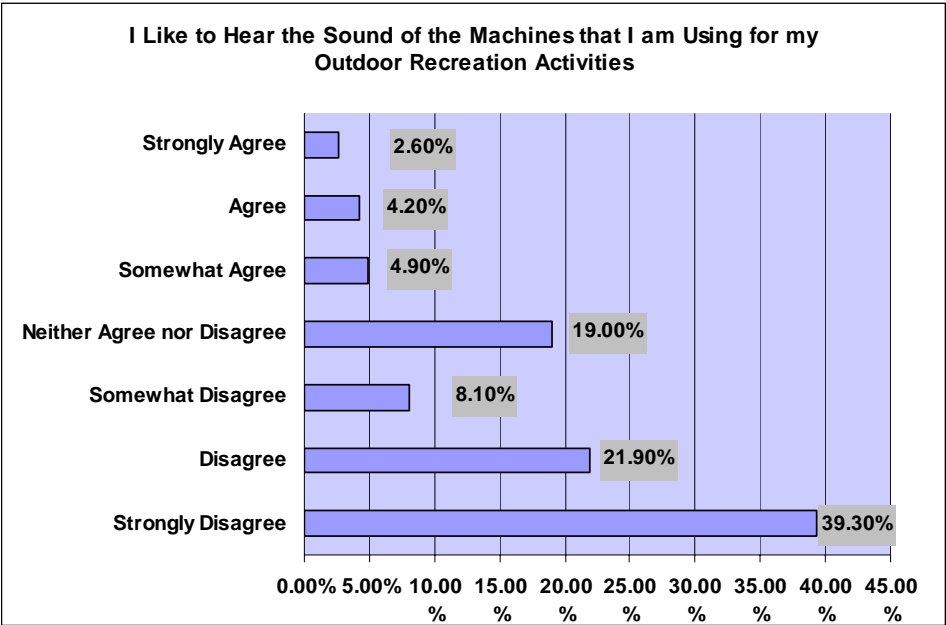
While a deeper level of inferential data analysis would be required to determine whether these differences in levels of influence are statistically significant, on the face of it, it would seem that at least the difference between the influences of family and friends' on the one hand, and the influences of the other two are quite substantial.



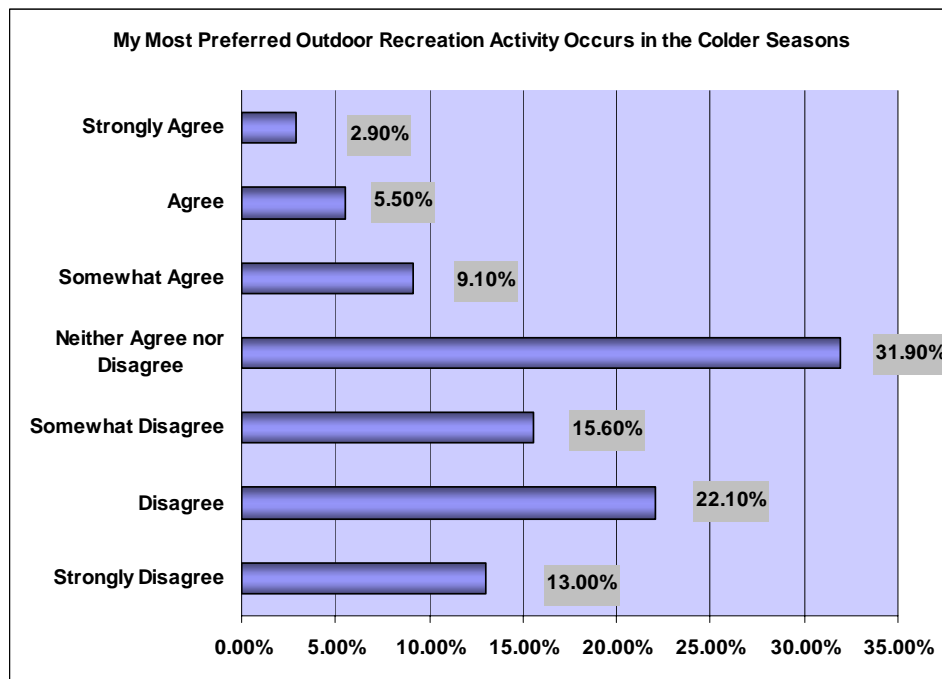
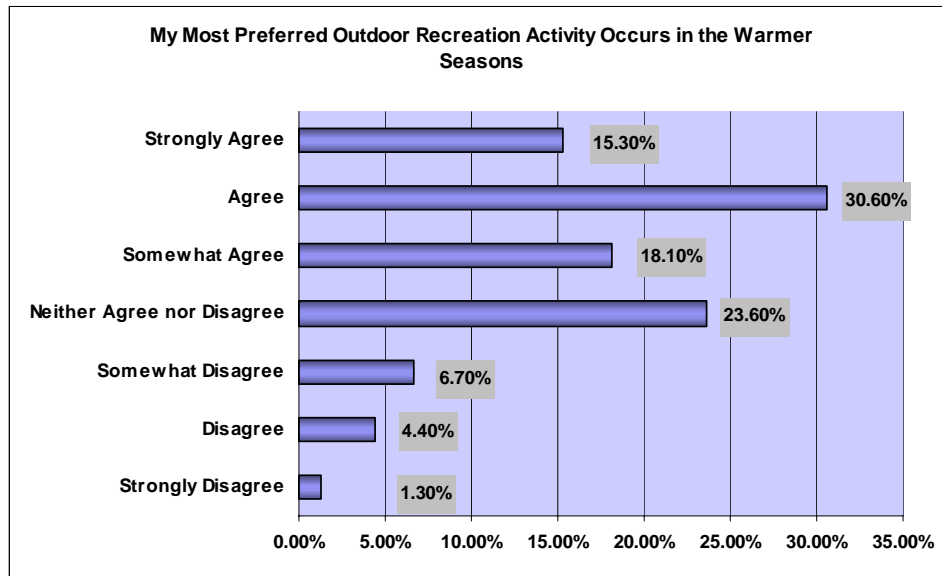
Influence of Social Associations on Outdoor Recreation Site Selection



Outdoor Recreation Preferences



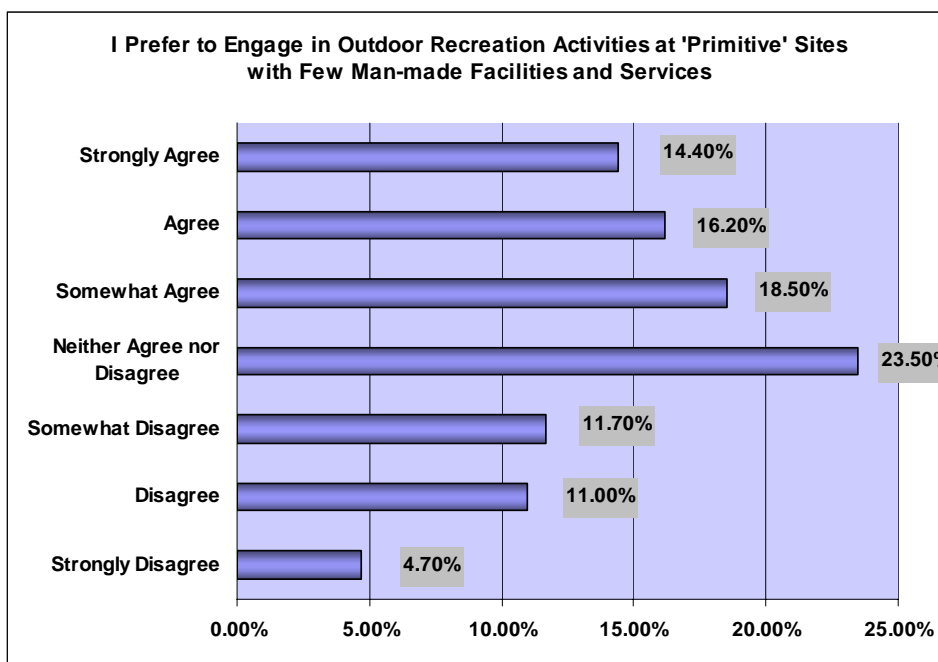
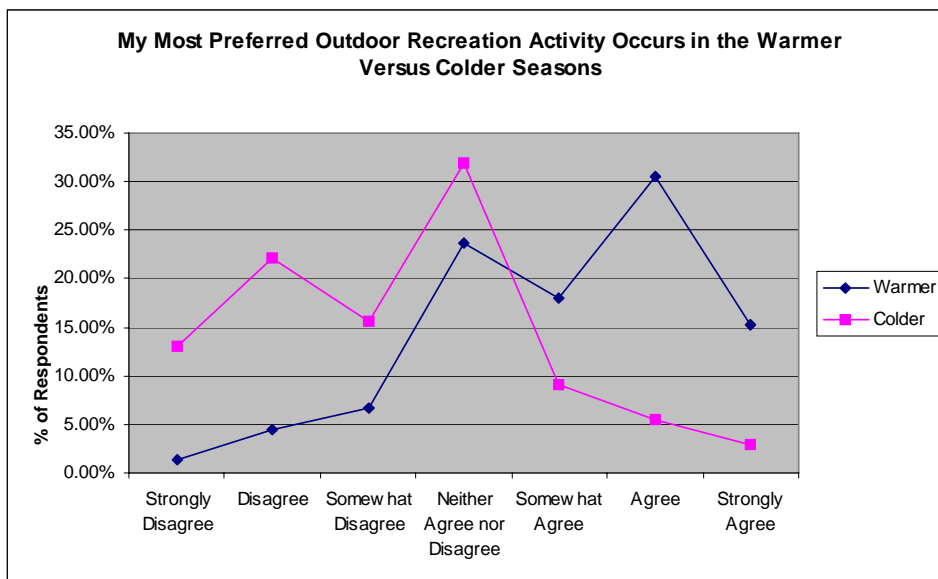
Outdoor Recreation Preferences



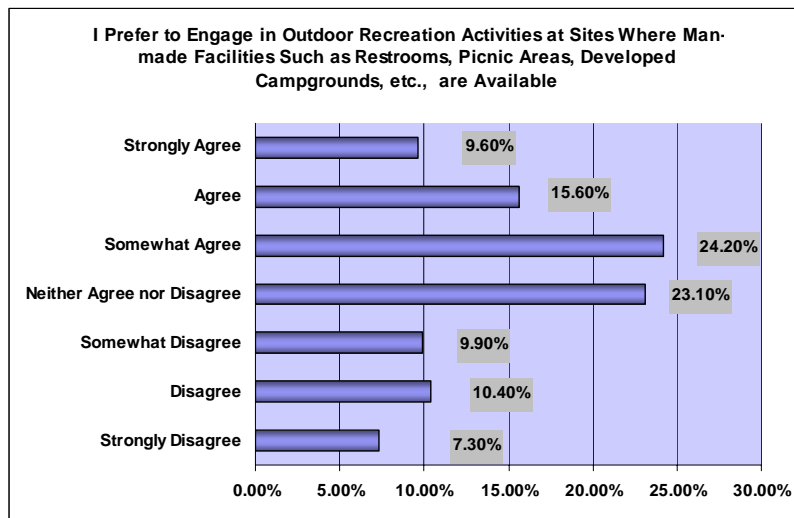
Outdoor Recreation Preferences

The next Figure compares the preferences for outdoor recreation activity in the warmer versus the colder seasons

More people prefer outdoor recreation activities in the warmer seasons to those in the colder seasons (more people score higher on the agree/strongly agree side of the scale).



Outdoor Recreation Preferences



The next Figure shows that the population is generally split on the question of preference for 'primitive' versus man-made outdoor recreation sites and facilities. Further analysis could help determine whether preference can be segregated on the basis of some characteristics such as age, gender, income etc.

However, at the strongly agree level, more people prefer 'primitive' sites and facilities to those involving development.

